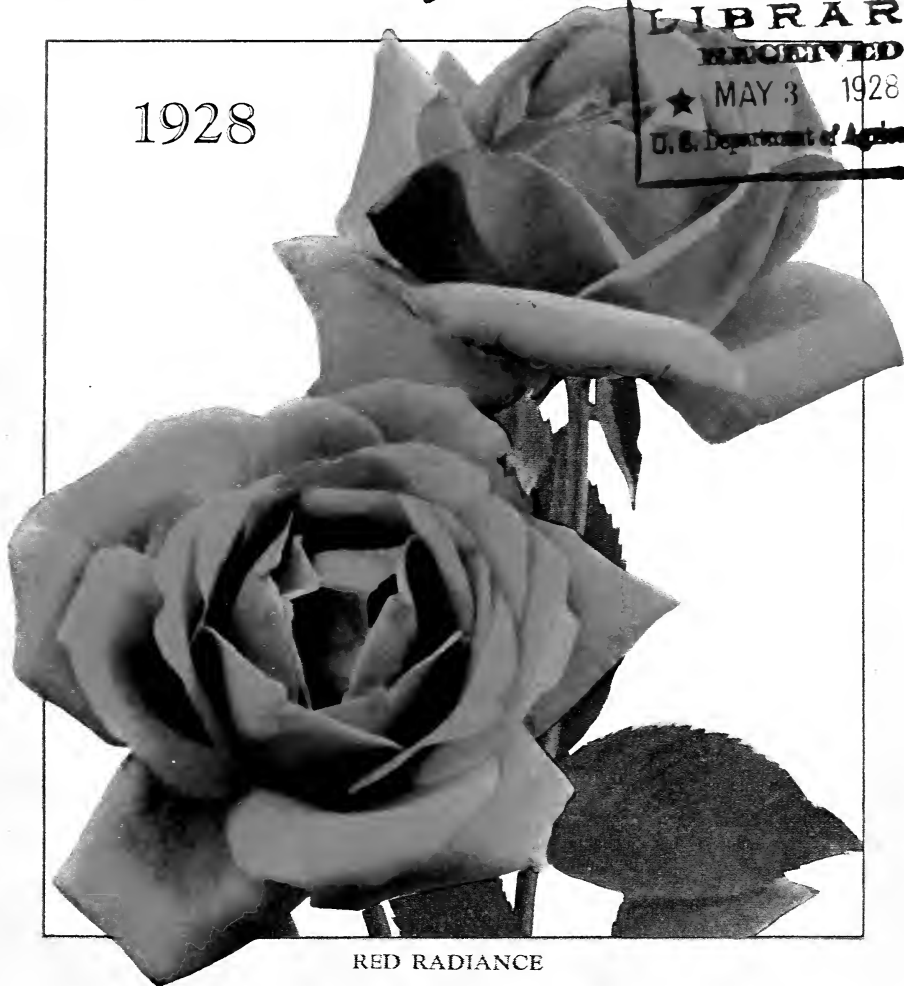


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The Roses of New Castle

1928



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RED RADIANCE

HELLER BROS. COMPANY

P. J. LYNCH, Owner

NEW CASTLE, INDIANA

Red Radiance

A Great American Bush Rose

THIS great American rose is conceded by amateur and professional growers to be the best all-around garden bush rose of its color now known. Originated in America for American gardens. It has no superiors and few equals; identical with the original Radiance (pink) offered elsewhere, except the color is a splendid, even shade of clear red, without a trace of any other color, retaining its vividness for an unusually long time after being cut. The vigor of growth, its adaptability to any soil or climate has made this rose outstanding. It does just as well in the far North as in the extreme South. It is one of the twelve best garden roses in the world. Very hardy, withstanding the most severe winters. Especially recommended for its free blooming qualities in all climates.

PRICES—Columbia and Red Radiance, strong, first size pot-plants, 35c each; 3 for \$1.00, prepaid; two-year-old pot-plants, \$1.00 each; \$10.00 per doz., by express; by prepaid parcel post, \$1.10 each. Star size pot-plants, \$1.25 each, by express; by parcel post prepaid, \$1.50 each. All on own roots.



RED RADIANCE—(See Front Cover Page)

Columbia

The Loveliest Pink Garden Bush Rose

(Illustrated in Color on Back Cover Page)

AS glorious as American Beauty. A Hybrid Tea of wonderful blooming qualities, as free as any Tea Rose; blooms all the time. All most thornless. Throws out strong, heavy shoots four feet and more in length, each producing a magnificent bloom, often measuring six inches across. Color a deep peach pink, deepening into a glowing pink, a perfect color. The fragrance is beyond description, sweeter than American Beauty. After a thorough trial we heartily recommend it as a great outdoor rose without a peer. Hardy with light protection even in extremely cold sections. Strong grower with tremendous root action—the secret of its great vigor and blooming capacity.

"Columbia is a most glorious rose. It produced seven blooms and is still blooming. They are simply gorgeous."

*MRS. TOM FRAZIERE,
Paris, Illinois.*



COLUMBIA (Pink)

SPECIAL OFFER S-1

One each great Columbia and Red Radiance, both bush roses, strong, first size, pot-grown plants, prepaid by parcel post, 65c; strong, two-year-old pot-plants, one each, \$1.75 by express; by parcel post prepaid, \$2.00; still larger, star size plants, one each, \$2.40 by express; prepaid by parcel post, \$2.80. Pot-grown and on own roots.



Why ~

“The Roses of New Castle”

ROSES, like music, have a universal charm. There is nothing more beautiful than the rose. In every stage of human existence, from the cradle to the grave, the rose is the emblem of Divine Creation—of sympathy, of joy, of hope and affection. Time was when only the favored few could have them in their own yards and gardens. The writer's family over sixty years ago started to produce own-root, pot-grown roses, selling them at a price within the reach of everyone. We have sold millions of them, and they are growing everywhere today in every country, from tropical Africa to the frozen Northlands, and in far-off Asiatic countries—such as in the royal gardens of the King of Siam. We are proud to have contributed materially in beautifying the homes of America with roses, grown on own-roots—the only kind for the amateur to plant. Roses are not a burden. They are the greatest of all comforts in life. Grown as we grow them, most anyone can succeed, and nearly everyone does succeed in growing them to perfection year after year. The important part of rose growing is, first, buy plants grown on own-roots and not on wild roots. Secondly, plant them in just ordinary good garden soil, following the simple instructions given in this book, and you will have magnificent results.

A lifetime of experience in growing and perfecting these famous, own-root, pot-grown roses; capable, skillful and expert associates; conscientious, old-fashioned honesty and a jealous care of an honorable reputation for fair dealing, have brought to us the patronage of an army of satisfied customers the world over, of which we are justly proud.

Our guarantee is plain. There are no catch-penny phrases to fall back upon—just the same guarantee that has made our business what it is—a business internationally known for its reliability. All goods must be satisfactory upon delivery anywhere in the U. S. A. proper. If they are not, notify us within ten days and your order will be duplicated, or money refunded without question, whichever you prefer. You are the sole judge of the transaction, and we rely upon your honesty of purpose the same as we invite you to rely upon our integrity. Out of such mutual frankness and confidence there must come that great, important business asset—a satisfied customer.

If in any way we can be of service, command us. Our advice is at your disposal at all times, and will be cheerfully given. Plant roses this year. Your orders will have every possible care, and we will serve you well and faithfully.



P. J. LYNCH,
Owner

HELLER BROTHERS COMPANY
P. J. Lynch, Owner
New Castle, Indiana



The Beautiful Jeannette Heller Bush Rose

SO difficult is it to describe, let alone to illustrate, our great "Jeannette Heller" rose, that we wish to say the above illustration comes as near showing it in its natural colors as it is possible for the printing art to reproduce. There are many combinations of colors that this wonderful rose shows. The above illustration gives some idea of its delicate color combinations. Hundreds of thousands of this great rose have been sold to satisfied customers all over the world.



Famous Jeannette Heller Rose

Introduced and for Sale by Heller Brothers Company

THE BEST, STRONGEST, HEALTHIEST, HARDEST AND MOST BEAUTIFUL
BUSH ROSE IN THE WORLD.

Reasons Why "Jeannette Heller" is the One Best Rose for American Gardens.

Always In Bloom. The prime requisite of any rose is to bloom abundantly. "Jeannette Heller" blooms literally all the time and the first year. Here in New Castle, growing in ordinary garden soil, we saw a bush about two feet high of "Jeannette Heller" with seventeen perfect flowers and buds at one time. What rose can equal that?

Healthiest of All Roses. Has wonderful vigor. The reason "Jeannette" blooms so abundantly is that it has a wonderfully strong root action, which means perfect health, as the heart of any rose is its root system. Has the vigor of an oak. Hardy with protection under ordinary conditions.

Grows Luxuriantly Everywhere. "Jeannette Heller" is not partial to any particular section of the country. It grows sturdily and beautifully everywhere. We have seen it still in bloom while covered with ice and sleet. Even in Jamaica, under the tropical sun, we saw a bush covered with a perfect mass of gorgeous buds and flowers.

Splendid in the extreme cold climates, superb in the West, grows like a weed in the South, the East has pronounced it the best rose in America for amateur planters.

Perfect Flowers, Superb Color. Perfect flowers both in form and color. The flowers are magnificent, buds long and pointed, of immense size, opening into wonderful, deep, double, perfectly formed blooms, unsurpassed and indescribable in their beauty. The color is a beautiful blending of shell-pink in the center, shading off to rosy blush and pale yellow; sometimes creamy yellow and pale white or pearl, then again almost pure pink. Impossible to describe the different color effects, which are duplicated in no other rose.

A Truly American Rose. This is an American rose, born in America. It wants a permanent home in every garden in America. The best rose for amateur rose growers. Read what others have to say and what you will say about "Jeannette Heller."

"I am more than pleased to state that the 'Jeannette Heller' Rose merits the claims you put forth."

J. A. BLOCKBUN,
Walnut Hill, Illinois.

"I can't find anything that equals the 'Jeannette Heller'."

LUTHER A. HYDE,
Torrance, California.

"Roses sent me last year did fine. 'Jeannette Heller' was the best of all in growth and bloom."

JAMES C. EDWARDS,
Duquesne, Pennsylvania.

"The fifty roses purchased from you in June have grown marvelously, and we have never seen roses like them. Today I cut the 90th bloom and they are still covered with buds. The 'Jeannette Heller' is the most gorgeous of all."

MILDRED McCAVE,
Sount Bend, Indiana.

PRICES. Strong, first size pot-plants, 30c each; 4 for \$1.00; \$2.50 per doz., post-paid by mail. Large, two-year-old pot-plants with soil on roots, 90c each; \$10.00 per doz., by express; \$1.00 each, prepaid by parcel post. Star size, pot-grown, specimen plants, \$1.25 each, by express; prepaid by parcel post, \$1.50 each. ON OWN ROOTS.



Beautify Your Home

OWN-ROOT, POT-GROWN ROSES OR WILD-ROOT,
FIELD-GROWN ROSES — WHICH?

ROSSES, and other flowering plants and vines, are being planted by the millions here in America. This movement to beautify the home has grown to huge proportions in the last twenty years. Great publications have come into being devoted to the Home Beautiful Movement. Nearly every newspaper, both local and national, carries a department devoted to the same purpose. Everybody is planting "growing things" around the home. Many years ago the owner of this concern advanced the theory which has now been accepted as an unquestioned, practical fact, that roses and other flowering plants around the home were just as important, or more so, than the interior decorations—painting, papering and the like. Not only do roses and flowering plants add beauty to the home, but from a more practical standpoint, dollar for dollar invested, they add more value to a property than any other purchasable article. In other words, a home that has roses and flowering plants around it is far more salable than one that has not, so the question of planting flowers is definitely settled and the American people are beautifying their homes as never before.

What Kind of Roses Will You Plant? The next big question is, what sort of rose plants are you going to plant? There is as much difference in the quality of rose plants as any article in commerce. There are two classes of plants from which to choose. The first is the kind of roses which this writer's family has grown for more than one-half century, successfully and continuously—**POT-GROWN, OWN-ROOT ROSES.** The other class of plants are roses grown on wild roots with tame tops, produced in various sections, anywhere from Arizona, Texas, California, to the Atlantic Coast, but you have no means of knowing where they are grown. Roses grown under irrigation are largely made up of water and are not the kind that bring successful results to the amateur planter. The plant grown on wild

roots is not successful for, unless pruned out, the wild roots throw out wild shoots, and unless they are cut out continuously, you have nothing but a wild bush. The average amateur hesitates about cutting a branch off a rose and does not know the wild shoot from the tame top, with the result that they soon have a wild plant of no value. A wild root rose that dies stays dead, but as long as any part of the root of our own-root rose is alive, though the top may be dead, it will start a strong growth again from the roots.

The Real Test. More than fifty years ago the present owner's people abandoned the growing and selling of wild-root, field-grown plants because they were not satisfactory to the amateur planter. At that time we instituted the plan of growing roses on their own roots, now an industry in America engaging millions and millions of dollars of capital. Evidently, our forebears were wise, or our business would not have grown to such vast proportions. We have in our files thousands of unsolicited testimonials from all over the world, telling how satisfactory our roses are. After all, that is the real test. Our whole life's energy and devotion has been to this one main point—what is the best plant for the amateur planter, that will perpetuate and increase the reputation and prestige of this business? The answer to that is unmistakable, that the best rose plants in the world are the kind of plants we grow—**POT-GROWN, OWN-ROOT ROSES,** produced under Nature's natural plan. They are the roses we recommend you to buy, whether you buy them from us or not.

An Emphatic Point. **RIGHT HERE WE WANT TO BRING OUT AS STRONGLY AS POSSIBLE THIS ONE POINT.** Through all our advertisements and literature we emphasize that our roses are on their own roots, and are pot grown. You know exactly what you are buying. That is the fair way of doing business. There are catalogues that do not tell you that you are buying wild-root roses, which is the unfair



2-year-old, pot-grown
Rose plant

way of doing business. When buying roses, whether you buy them from us or not, insist upon knowing the kind of plants you are buying, and buy own-root roses. **MAKE A NOTE OF THIS.**

Quick Action Plants. We develop the roots here at a great expense and under the most skillful care. A wild-root, field-grown plant comes to you in a dormant state—dried out, and you have to develop the root action. Such plants cost far less to produce, but without a single exception you are asked to pay more for them than the pot-grown, own-root plants we offer. Our plants are equipped with strong, active, growing roots, and as a rule each plant is shipped in the soil in which it is growing, and there is not the slightest chance for failure. They might be termed "quick action" plants as they are growing vigorously, both top and bottom, when you receive them.

Why Buy Wild-root Roses? We quote from a catalogue selling field-grown, dormant, wild-root, budded plants as follows, and this is what is said in recommending fall planting as particularly desirable:

"In the spring the situation is reversed, and newly planted plants may start top-growth before the roots have begun to function properly, with the probable result of loss, or at least weakness, and possible death from sheer exhaustion after a supreme attempt at blooming."

That being the case, why should any one buy plants of this character? Why not buy pot-grown, own-root rose plants, that have the root action in full swing when you receive them?

In the American Florist, of March 17th, 1927, Orton G. Rust of Springfield, Ohio, a commercial grower, makes the following statement, which confirms what we maintain, that pot-grown roses are infinitely superior, especially for the amateur:

"We began potting Hybrid Tea Roses for our spring sales some time ago. These have been moving well with us in the past three years, that is, if they are handled in pots. Handling roses dormant has proven to be a losing proposition with us."

A Guarantee That Means Something. Our roses are covered by a guarantee that means something. They must be satisfactory to you, or your order will be duplicated or



A 2-year-old Rose plant taken out of the pot. Showing how the soil remains on the roots

your money refunded without question, whichever you prefer, if you will advise us within ten days after the receipt of the plants. There are numerous guarantees, but there are none plainer. A guarantee that tells you the plant will bloom at the "first natural blooming period" means nothing. No human agency has been developed that can retard the ripening of the flowers and fruits of the fields as planned by the Divine Creator. Such an ambiguous "guar-



antee" is made a little clearer by what follows, and that is, that the "guarantee" "does not cover loss from admitted neglect on the part of the purchaser," whatever that may mean. Our guarantee has no opening for a controversy, and there will be none. You will get a dollar's worth of goods for every dollar you send us, and you must feel you have received your money's worth, and if you are not satisfied, simply tell us and your order will be duplicated or your money will be refunded and you keep the plants with our compliments.

Known the World Over. Our roses are known the world over as the "ROSES OF NEW CASTLE." They have made this charming little city known the world over as the "Rose City." As far off as Africa, in the Congo Free State, and in the palace of the King of Siam, our roses are known for their worth and beauty. We have no other trade mark or sign except the reputation of these famous, world-wide known roses. We are proud of them. We are proud of our business, and we are proud of our reputation, and we mean to maintain it, not only as it has been in the past generations, but in the future generations. The best trade mark in the world is one that is built upon honesty, integrity and fair dealing, and practicing the precepts of the Golden Rule. Sometimes we fail, but not intentionally, and when errors and mistakes occur, we are always glad to rectify them. We have sought in these pages to show from actual photographs the character of pot-grown roses, in the pot, out of it, and then again how it is wrapped, ready for shipment, and if the simple cultural instructions are followed, as given in this book, you will succeed. Of course, failures do occur and are bound to occur, but that is the exception to the rule.

The Best and Cheapest. The prices have no relation whatever to the quality of the stock and the cost of producing. In price they are the cheapest, and in quality they



2-year-old Rose plant wrapped ready for shipment

are the best. Always on their own roots, pot-grown plants, backed by a lifetime reputation for honesty and integrity and handling by skilled experts, who have learned how to ship so they will travel safely, even for two months, as you will note in another part of this book. "Roses of New Castle" are unlike most of the rose plants now being sold. They are growing and in full foliage, just the same as they are in your gardens, and they can be planted any time you elect during the growing season, from early spring to late fall. There is no "Closed Season" for them.

Not Nurserymen. We are not nurserymen. Field-grown, wild-root roses may be planted only in March or April or late fall. Such plants are dormant, and can be produced at a very low price. Only the great equipment we have here and the proper accessories, requiring a large investment, enables us to produce these famous "Roses of New Castle," and to develop them here before you purchase them. They are the character of plants that the amateur can safely depend upon.

TENNESSEE

"I fear the four cold nights will damage the plants I received from you in such good condition. The loss of the plants, however, will not lessen my gratitude to you for the splendid manner in which you handled my order in every particular, and especially for the excellent plants which you sent me."

G. D. BLACK, Kingsport, Tenn.



How to Grow the Roses of New Castle

OWN-ROOT ROSES BEST AND CHEAPEST

FIRST of all it must be borne in mind, that the "ROSES OF NEW CASTLE" are prepared for the amateur planter, and all risk of failure is removed before the plants are shipped. This is not true of most rose plants. Our plants are grown by skilled growers, and are now in full foliage, growing in large pots or crocks. The real test of a rose plant is in its roots. The root action is the heart of the plant. We develop the roots, instead of expecting you to do it after you buy the plants. Right there is the nub of what constitutes a good rose plant. Dormant plants, without foliage or active working roots, nursery grown, with wild roots, are less costly to produce than roses which are on their own roots, and always growing in large pots or crocks. Field-grown, wild-root plants must be planted in March or April in the Middle and Northern states. You must take the chance of starting them into active growth. You must watch for wild suckers from the roots, and cut them out constantly. Unless you are experienced, you won't be able to determine which is a wild shoot. If permitted to develop, soon these wild shoots will crowd out the less vigorous, tame part of the plant, and you have nothing but a wild rose, of no value whatever. To avoid all of this

loss and disappointment, insist on knowing before you buy, if the plants are on their own roots or whether they are budded or grafted on wild roots, such as Manetti, Multiflora, or other wild roses which are used for that purpose. The "FAMOUS ROSES OF NEW CASTLE" cost much

more to produce, but they COST YOU LESS to buy than wild-root plants. They are on their own roots, and as long as any part of the root is alive you still have the REAL rose. Here in New Castle, on the grounds of the Federal Building, we have seen them develop, in a single year, to a size not usually obtained in five years, enormous plants, magnificent in size and health. There is no comparison in price, because of the skilled treatment they receive before they are sent out. They are in a class by themselves, the last word in rose perfection, the best and cheapest rose plants in America.

Preparation of Soil.

Now as to their cultivation. There is so much misinformation printed in various publications, written by inexperienced rosarians, that nearly all such articles might safely and profitably remain unprinted. Elaborate instructions in preparing the soil, expensive plans of unnecessary drainage and a multitude of don'ts and do's to follow, lists of roses, many of which are foreign grown and unsuitable to the varying

(From The Evening Bulletin—Philadelphia, September 12, 1925.)

ROSE-GROWING MADE EASY

Don't Bother with Budding or Grafting.
Briar is Always a Nuisance.

"The common belief that all modern roses must be budded or grafted to secure permanent trees is not accurate, says 'Answers' (England). Roses growing on their own roots will give results equal to any produced on briars.

"Growing budded roses is a source of endless trouble to many novices. The briar grows up and the grower, not knowing it from the real rose growth, allows it full scope. In a year or two the briar has asserted itself, taken full control, and nothing but dog-roses are produced.

"With roses on their own roots, there is never any of this trouble. Should the bush be cut down by frost at any time and the roots not harmed, real rosewood is again produced in the spring. On the other hand, many amateurs have set out to plant a rose bed and secured the best of budded stocks, but in a year or two have had only briars for their trouble.

"With a budded rose you may get more vigorous growth, and probably a more robust bloom, but give a rose, growing on its own roots, liberal treatment and it will come in first every time.

"The gardener who sets out to grow roses on their own roots simplifies his work."



climatic conditions of this country—all of this, and more, only confuses the mind of the average amateur, and has actually discouraged many folks who want a few rose bushes for the pleasure they will give, and not the burden involved, according to these complex instructions, which we so often read. Our roses will grow and bloom beautifully under the most ordinary conditions. Good garden soil, such as will grow corn, peas, beans, etc., is ideal. When it is possible, enrich the soil with well rotted manure. Cow manure is best. Horse manure, if thoroughly rotted, will do. Use chicken, pig, sheep and other animal manures sparingly, if at all. Bone meal, air slacked lime, Walker's Plant Food may be used lightly—very lightly. Spade deep—fifteen inches or more if you can, for reasonable drainage and to hold moisture in hot weather.

When to Plant. Plant after all danger of frost is past, and any time thereafter that suits you. There is no closed season for planting our roses; being pot grown, they may be set out in the Northern and Middle states any time during the growing season, spring, summer and fall. In the Southern and Pacific Coast states, plant whenever it suits best. Our plants are always ready to plant and with perfect safety.

How to Plant. Plant them as a rule, if in beds, 18 to 24 inches apart. Nothing iron-clad about this. Plant to suit yourself or your space. Put the plant down well into the soil—deeper than they have been grown in the soil here. Firm them thoroughly into the soil, leaving a slight depression around the plant to hold the moisture. After planting, pour the water around the roots until you are sure that the soil at the bottom of the roots is well dampened. Don't be afraid to water them at this period, and when this is done don't water too much afterwards. Roses are like corn; they like hot, dry spells and heavy rains. If the roots are kept wet all the time the young feeding roots will not develop, so if they dry out now and then it will be helpful, and if you must water—water them well after such drying periods. Roots are developed when the plants are on the dry side from time to time. If you have water under pressure, syringe the foliage frequently. It helps to maintain health, just as we all find a bath refreshing, as well as healthful. As the plants bloom, cut the

flowers as they appear, and have the pleasure they are intended to give. As you cut them it helps to develop more blooming shoots. When the plants are growing actively, feed them, say every ten days to two weeks, lightly, of course. Use Walker's Plant Food, Stim-U-Plant tablets, both are very effective. If insects should appear, and they are not likely to as long as the plants are healthy, use a spray of Sulpho-Tobacco Soap or Melrosine.

Winter Protection. This writer, after a lifetime of observation, has arrived at the conclusion that more rose plants are killed from too much, misdirected kindness than all other causes combined. In my own yard I have Tea Roses, Baby Ramblers, Hybrid Teas and Hybrid Perpetuals. I have never protected my plants at all, and have lost practically none. I don't say this is a rule to be followed, but I do say this. A large percentage of amateur planters, as soon as the first heavy frost comes, commence covering their rose plants. This is the wrong procedure. Don't commence protection until real freezing weather comes—then put a light covering around the plants, leaves, litter, straw or, if you wish, some coarse, well rotted stable manure, with plenty of straw in it, then add the lighter covering as the weather gets colder. This will allow for circulation of air around the plant. Don't smother it out. That's harmful. Now, here again, is the value of the ROSES OF NEW CASTLE. Because they are on their own roots, the tops may be completely winter killed, but they will start again from the roots the following spring. Not so with the nursery-grown, wild-root rose plants. If their tops are winter killed you have nothing left but a wild root. Our roses are therefore more enduring, far more valuable, and it is not unusual for them to last a lifetime. If you protect along the lines indicated, or you can follow the general suggestions, as these simple rules are laid down in a general way and you can change them to suit your circumstances. Uncover the plants in the early spring, gradually, just the same as you covered them, so when all danger of freezing is over you will have them practically uncovered, except the mulching of manure can remain and can be scratched in the soil later on. Now don't cover too early or too much, and don't let the covering stay on too long in the early spring.



Pruning. When plants fail to mature the buds which they bear, remove a large percentage of the undeveloped buds and imperfect blooms. If the bushes are more spreading than desired they can be pruned back without injury about one-third of their growth in early spring, before they foliage out.

Insecticides and Fertilizers

Walker's Plant Food—A highly concentrated plant food quickly producing vigorous, healthy growth and profusion of flowers. Directions with each package, 2½ oz. cans, making 3 gals., postpaid 25c; 5 oz. cans, making 6 gals., postpaid 45c; 12 oz. cans, making 15 gals., postpaid 70c.

Stim-U-Plant Tablets—An excellent plant food in tablet form. Increases growth marvelously. Complete directions with each package. Prices, postpaid: Small size, 25c; 100 tablets, 75c; 1,000 tablets, in bucket, \$3.50.

Melrosine—Sure remedy for all rose and other plant pests. Full directions with each package. Pint, \$1.15; quart, \$1.95, postpaid.

Sulpho-Tobacco Soap—For sure, easy and immediate extermination of all insect life on plants, trees and animals. Sulpho-Tobacco Soap is a matchless preparation. Will not injure the most tender plant. It dissolves readily in water, and may be applied with an ordinary sprayer. Prices: 3 oz. cake, 15c; 8 oz. cake, 30c, postpaid.

Mildew. Mildew does not seriously damage, but makes the plant unsightly. The remedy is to dust the foliage in the morning while the dew is yet upon it, with sulphur flour, which may be had at almost any grocery or drug store.

General Information. After planting, if the leaves turn yellow and drop off, do not be alarmed. This is Nature's way of conserving the vitality of the plant. It will immediately throw out new and stronger shoots. If the yellow leaves do not drop off, pull them off. This will help the plant. If the plants during the growing season develop diseased foliage, that means the root action is poor and the plant needs nourishment, in the way of a good plant food or well rotted cow manure. We recommend the insecticides and fertilizers listed opposite, to promote health and vigor.

If these simple instructions are followed in a general way, you will have splendid success, provided you plant these famous "ROSES OF NEW CASTLE." There is no burden attached to growing them successfully. No mystery about it. Of course, you should not plant roses too close to trees or other plants. The more sunshine the better. Partial shade will not stand in the way, but roses like sunshine—plenty of it.

Write Us if You Need Help. If you should have conditions arise, that you need help, feel free to call on us. Very gladly will we advise you. Just write to us at any time. To sum up—if you plant these famous "ROSES OF NEW CASTLE" under ordinary conditions and with a little care, you can have an abundance of beautiful roses. Don't hesitate. Just make a trial and you will soon be convinced. We know what kind of a plant is best for you, and what is good for you is doubly good for us—as a satisfied customer is our best advertisement.

"JEANNETTE" QUEEN OF ALL!

"This has been my rose year, and I want to thank you for my success. I have over five dozens of your roses in my front yard, planted this year, and have seen no others anywhere to compare with them. The highest compliments have been from the highest authorities. The Jeannette Heller is queen of all Roses. For every dollar I have paid you I have received a hundred in gratification. When I first read your catalogue I thought you were talking pretty strong. Now I think it not strong enough."

Very truly yours,

F. D. HOOTON, Washington, D. C.



A Two-year Old Own-roots Pot-Grown Plant of the Famous Jeannette Heller Rose



"Jeannette Heller Collection" of Roses

EVERY year we receive hundreds of letters asking us to name a collection of roses—of best kinds for general garden culture. In our vast collection the ten varieties named below are, in our opinion, among the best garden roses for all sections of the country. Hardiness, vigorous growth, freedom of bloom, color and beauty of flower, make them a most desirable collection for amateur planting. No two alike. In this collection we include our magnificent Jeannette Heller, the one best garden rose in America. All labeled. Safe arrival guaranteed to any point in the United States proper.

PLEASE ORDER AS THE JEANNETTE HELLER COLLECTION

10 Wonderful Heller Roses Postpaid for \$2.00



The Famous Jeannette Heller Bush Rose

Jeannette Heller—An exquisite blending of pink and cream color. Extra strong, hardy and vigorous.

Victor—Beautiful, large, full flowers of great depth and richness; produced on long, stiff stems. Fragrance enchanting; color rich, deep pink.

Mrs. B. R. Cant—Handsome crimson pink rose of fine form and fragrance. Exceedingly hardy and everblooming.

Gruss An Teplitz—One of the most brilliant of all deep crimson roses. A great garden rose.

Kaiserin Augusta Victoria—The handsomest of all cream white roses. Very hardy and constantly in bloom.

Paul's Scarlet Climber—Produced in immense clusters. Flaming scarlet. Strong, vigorous climber; hardy everywhere.

Etoile de Lyon—Strong-growing, healthy and wonderfully free blooming. Magnificent golden yellow.

Prince E. C. d'Arenberg—Vigorous as an oak. Superbly formed flowers, bright scarlet, shaded maroon; always in bloom. A real garden rose.

Bridesmaid—A most beautiful, fragrant pink rose. A splendid growth. Massive flowers on long, stiff, heavy shoots. Color brilliant, sparkling shell pink. Superb.

The Bride—So well known, needs no description. A queen among white roses. Superb flowers of immense size. Fragrance delicious.

Full description of all these roses will be found elsewhere in this book. See Index, page 69.

Special Offer

One each, strong, vigorous, first size plants of the 10 superb roses offered above, postpaid, for \$2.00. The complete set in strong, two-year-old plants, on own roots, 10 in all, \$7.50, by express; \$8.50 by parcel post. The 10 varieties in lustrous, star size plants, \$12.00 by express.

MISSOURI

"The Premier Collection were fine plants. They grew splendidly, producing the most beautiful flowers we have ever seen."

MISS ETHEL LINDLEY

Carthage, Missouri.



Are "The Roses of New Castle" Satisfactory? Read What Others Say.

NEW YORK

"I am eager to try growing roses on their own roots, for the budded ones have not proved satisfactory, and of those companies offering own-root roses your offers and qualities seem the best."

MRS. E. W. KOEB,
Rochester, New York.

JAMAICA

"The ten lovely roses arrived safely, and I have planted them and hope to have many beautiful flowers."

MRS. T. NUNES,
Kingston, Jamaica.

ILLINOIS

"We prefer own-root roses. We have surely been disappointed with grafted and budded stock, which when frozen down, the next year you have nothing that will ever bloom again."

GOLDHORN FRUIT PLANTATION,
Roscoe, Illinois.

OHIO

"The rose, 'Jeannette Heller,' I bought of you two years ago is sure a beautiful rose, also the 'Hoosier Beauty.' I am very much pleased with them. They are very wonderful roses."

MRS. EMMA ESSERT,
Harrison, Ohio.

CUBA

"I want to let you know that the roses have come and in fine shape, even putting out new sprouts."

MRS. F. FOSTER,
Sta. Clara, Cuba.

TENNESSEE

"The roses were received in good condition, and the plants are exceptionally fine, not having wilted any in transit."

C. F. JAMESON,
Memphis, Tenn.

NEW JERSEY

"I have had several orders filled by you, and have always received good, wholesome stock, and all came along fine."

JOHN A. TICHLER,
Paterson, N. J.

WYOMING

"The roses, cannas, gladioli and carnations sent me last year were fine, and produced many blooms."

E. P. FITZGERALD,
Casper, Wyoming.

MISSOURI

"The first size rose plants purchased from you last season bore many beautiful roses."

E. W. SEWARD,
Monett, Mo.

BAHAMAS

"The rose bushes received from you were very fine, and they have started to grow splendidly."

MRS. WM. K. THOMPSON,
Nassau, Bahamas.

OKLAHOMA

"The Cochet roses I got from you two years ago in first size plants are beautiful."

MRS. LOU KIRKPATRICK,
Chelsea, Okla.

KENTUCKY

"I want to thank you for sending me such nice roses. They are growing fine, and I surely will remember you folks in future orders, also in recommending you to our friends."

MRS. ANNA HASENZAHN,
Ft. Thomas, Kentucky.

HOW MUCH LONGER THIS SPRING CAN YOU FILL ORDERS? This is a question frequently asked because our friends think we are Nurserymen, which we are not. Nursery grown budded and grafted roses on wild roots are dormant when shipped, that is, they have no leaves on them, have been kept in cold storage through the winter, and they must be planted like a tree, early in the spring. Our rose plants are on their own roots, and as long as any considerable part of the roots is left you have a rose. They are grown in large pots or crocks, under glass, in Nature's own way in the sunshine, and have masses of strong, active roots and are in full foliage when shipped, ready for immediate results. They can be shipped and planted any time in the year during the growing season. There is no closed season of the Roses of New Castle, grown in pots and on own roots.



Do You Live in Africa?

OF course you don't, but no matter where you live in the United States proper, we guarantee all shipments to reach you in first-class condition, otherwise you have the privilege of having the order duplicated, or if you prefer, we will refund the amount paid providing you report any dissatisfaction within ten days. In the past months we have shipped our goods safely to practically every nation on earth. These "Famous Roses of New Castle" and other plants are growing and

blooming gloriously today in Canada, Philippine Islands, Hawaii, Porto Rico, Mexico, Siam, Central America, Chile, Panama, Bermuda, Dutch West Indies, Korea, New Foundland, Peru, Argentina, Bahamas, Virgin Islands and many other countries. We think the following testimony ought to convince you, no matter where you live, that we ship safely everywhere. We think this record is unparalleled by any rose growing firm in the United States.

From the Grand Palace of the King of Siam Comes this Extraordinary Testimony:

Grand Palace, Bangkok, Siam, Nov. 25, 1926.

"I beg to acknowledge receipt of the roses, phlox, etc. I am very glad to say that all are O. K. Only three plants were a little wilted."

PHRA'KHUN BYUBATWA.

From the Bahamas Comes this Letter:

"The Columbia rose plants I ordered came the long distance as though you had just passed them over the fence. Already I have had some wonderful blooms."

*W. W. ANTONIO,
Nassau, Bahamas.*

We Have the Following Letter from a Missionary in the Congo, in Southwest Africa:

"The roses sent me were just a day short of two months en route. I am delighted to report they are growing fine. The 'Jeannette Heller' was reluctant to show signs of life, but ten days or so after being planted, she sent out her first shoot and is now looking very thrifty indeed. The Baby Doll was some time making up its mind to like the tropics, but is now on the way. The gladioli are growing finely."

*DR. CATHARINE MABIE,
Congo Belge, S. W. Africa.*

How we make such long shipments safely is due to the skill of our packing department and the absolute technical knowledge of the requirements of our business, which comes only to those who have en-

gaged in it for generation after generation. A man's business is the reflection of his knowledge and skill in it, backed by common, every-day honesty in his dealings with his customers—be they far or near.



Rare Creations in New Garden Roses

OUR offerings in new roses embrace exquisite varieties, marvelous in form, color and fragrance. It is impossible to find space to describe them properly. They mark the scientific advancement the world over in the realm of roses. Of necessity our supply is limited, therefore order early. They are essentially garden roses and will do well in any climate; hardy, free blooming and superb in their wondrous beauty.

Edel

Hybrid Tea—Bud very large, flower large, double, well-built, stately; opens well in all weather; sweet fragrance. Color white with faintest ivory shading toward base, passing to pure white. Foliage very bold and distinct. A very vigorous grower and constant bloomer. A wonderful new bush rose.

W. Freeland Kendrick

Hybrid Tea—Of the La France type. Buds medium size; flowers large, globular, very double, full, lasting and fragrant; color flesh deepening to peach in center, borne singly and several together on medium length stems. Very vigorous, semi-climber and a continuous bloomer. Very hardy.

Miss C. E. Van Rossem

Hybrid Tea—From Holland and a beautiful new bush rose of most vigorous growth with well-formed, deliciously fragrant, velvety-red flowers, borne in the utmost profusion throughout the entire growing season. Rare and scarce.

Red Gauntlet

Belongs to the Hybrid Tea class and is a seedling of that great crimson rose, "Hoosier Beauty." A fine grower, producing its beautifully formed, crimson flowers in the greatest abundance. Delightfully fragrant. Stock as yet exceedingly limited and orders filled in rotation until the present supply is exhausted.

*Red Giant

Hybrid Tea—Another very fine new bush rose of strong growth, free of insects, because of that fact; bears its lovely carmine colored flowers constantly through the growing season. The color is new, attractive and different; it is well named. You will like this splendid new rose.

*Red Columbia

Hybrid Tea—Same as Columbia except the color is a brilliant scarlet crimson of exquisite shading; if anything it is a more constant and freer bloomer than Columbia, a feature that is difficult to imagine because Columbia itself, due to its wonderful root action and vigor of growth, is in bloom all the time.

*Climbing Columbia

Identical with the great Columbia, having all the parent's desirable features—health, vigor and beauty—and in addition it is a wonderful climber, growing ten to fifteen feet in a single season. Blooming, as it does continuously, bearing blooms of immense size, often measuring six inches in diameter, this at once becomes the greatest of all pink, hardy, ever-blooming, climbing roses. Color is the same as Columbia," glowing pink; fragrance delicious. A most remarkable rose and scarce.



The Great Climbing Columbia

Price of all roses on this page: Strong, first size, pot grown plants, 40c each; strong, two-year-old pot grown plants, soil on roots, \$1.25 each by express; prepaid by parcel post, \$1.40 each. Star size plants, \$1.50 by express.



NEW ROSES—Continued

Lord Lambourne

Pernetiana—Color deep yellow, each petal heavily margined carmine-scarlet—startling and unique. Enormous flowers of great petalage glorious in their appearance. Foliage bright glossy green, mildew-proof. Strong growing bush form of freest flowering habit. The fragrance has a strong fruity flavor. In limited supply and will be sent out in rotation as the orders are received until the stock is exhausted. A most extraordinary rose ever offered.

Captain F. Bald

Hybrid Tea—Another fascinating new rose of bush type. Strong, erect grower bearing in abundance gorgeous deep scarlet-crimson flowers, heavily flushed with blackish crimson. Rare and beautiful.

Freedom

Climbing White American Beauty—Hybrid Tea. Strong grower. Variety similar to Kaiserin Augusta Victoria, but of much more vigorous growth and greater freedom of bloom. More double than Silver Moon with but one flower to the stem. A grand, new, hardy climbing rose.

Etoile de Holland

Hybrid Tea—Equisite bush rose. Color bright red, flower medium size, fairly full and deliciously perfumed. Growth vigorous and upright. Has a great future.

City of Little Rock

Hybrid Tea—Beautiful in color, a bright pink. Flowers large, buds open perfectly, of ideal form. A garden bush rose that will become instantly popular because of its strong growth and freedom of bloom. Very fragrant, Hybrid Tea bush type.

John Cook

Hybrid Tea—Another introduction of the veteran introducer of Radiance, Francis Scott Key and many other notable varieties. Considered worthy to bear the distinguished name of the originator. An improved La France. Flowers come in clusters from two to six in great profusion; splendid in form. Color clear pink, reflex petals of a lighter shade. Price, first size plants only, \$1.00 each, prepaid.

Pink Beauty

Hybrid Tea—Originated by John Cook. Strong bush type, free blooming with immense, beautifully shaped buds opening into large globular, satiny pink flowers, changing to paler pink when the bloom is fully open. Very fragrant. As yet very scarce. Price, first size plants only, \$1.00 each, prepaid.



Rev. F. Page Roberts—a Beauty

Rev. F. Page Roberts

Hybrid Tea—No rose in recent years has impressed us more than has this variety. A splendid, vigorous growing bush rose, clean growing, carrying its superb, sweetly scented flowers erect on long stiff stems. As to the color it is difficult to describe, but we believe it is richer than Los Angeles, Wm. F. Dreer, and roses of that type—copper red going to golden yellow with the outside of petals a reddish tint—a most charming effect. Flowers very large and double, with 40 to 50 petals, and highly fragrant. A truly magnificent rose.

Price, all roses on this page, except where noted, first size plants 50c each, prepaid by parcel post; strong, 2 year old plants \$1.50 each, by express; prepaid by parcel post, \$1.65 each.

"I purchased a dozen Baby Doll Roses of you in May. They were first size plants, and I have had hundreds of those exquisitely beautiful little roses this summer."

MRS. PRICE HULEN,
Clark, Missouri.

"The 96 specimens that you sent me last spring were indeed fine. I believe I cut a wagon load of buds from these new plants last summer. We did not lose a single plant."

GEORGE W. DULANY,
Decatur, Illinois.



* Hoosier Beauty

The Most Beautiful Crimson Bush Rose in the World

THIS is the grandest and most beautiful Hybrid Tea rose we have ever seen. Bred and born here in Indiana. No illustration, no description can give the faintest idea of the grandeur of this variety. It is exquisitely beautiful, wonderfully strong growing, bushy form, producing its gorgeous flowers in the utmost profusion all the time—a single plant will give an abundance of magnificent blooms this year. And such flowers. Deep, double, immense in size, gloriously formed, with a color seen in no other rose, a superb velvety crimson. A splendid garden rose. Order early. We have a magnificent stock in large supply here as yet, but the supply has never been equal to the ever increasing demand for this beautiful rose.

*Silver Columbia

An offspring of the great "Columbia," with which it is identical. The magnificent flowers, if anything, are borne in greater profusion. The fragrance is even sweeter than that found in American Beauty. Color a deep silvery pink, deepening towards the center. A remarkably strong grower, hardy and a great novelty.

*Kootenay

Magnificent new Hybrid Tea rose, bearing flowers immense in size, full and double. A strong, upright grower, bush type, and claimed to be an improved Kaiserin Augusta Victoria. Color creamy white, a decidedly valuable addition to the white section, still very rare and scarce.

Price of all roses on this page: Strong, first size pot-plants, 30¢ each, any 4 for \$1.00, postpaid; extra heavy, two-year-old plants, with soil on roots, \$1.00 each, \$10.00 per dozen assorted, by express; prepaid by parcel post, \$1.10 each. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express; prepaid by parcel post, \$1.50 each.

NO MORE BUDDED PLANTS

"The roses I bought from you last year are doing well. I want some more of your own-root roses. I bought budded plants elsewhere, and I will buy no more budded stock. I am away from home each year for a few months, and when I come back I find the budded plants have all gone back to the wild rose. I have no one to look after them that understands that part of the business, and I lost all the roses I bought last year that were budded."

FLORENCE VIVELL,

Rio Piedras, Porto Rico.

*Victor

This great new Hybrid Tea rose is the strongest growing garden rose we have ever seen. Immense foliage. A tremendous grower producing its deep, rosy pink flowers on long stiff stems in wonderful profusion. We saw it growing in the open ground in California with flowers six inches in diameter—a marvelous sight.



Great Velvety Crimson Rose, "Hoosier Beauty"



*Premier—A Wonderful Garden Rose

THE introduction of this great, new, hardy garden rose, along with Columbia, America, Amelia Gude, Hoosier Beauty and Madam Butterfly, marks an almost revolutionary step forward in rose culture. These varieties have taken the doubt out of successful rose culture. They are the result of a whole lifetime concentrated in the production of supreme garden roses. Most of our popular garden roses, in the last hundred years, have had their origin in Europe. These varieties, like Premier, etc., American in their origin, are the super garden roses of today. Premier, in its color, deep rose pink — almost crimson — is the most magnificent Hybrid Tea rose in the world. Flowers are gorgeous in form, full, deep and double. Deliciously fragrant, produced continuously through the growing season, on long, stiff stems, practically thornless. Growth healthy, strong, clean and free from insect diseases.



Great New Garden Rose, Premier

*Courtney Page

Fine habit of growth. Magnificent flowers which attract more attention from visitors than any other rose in our collection. Large, beautifully formed, full, double flowers of intense glowing crimson. A wonderfully impressive rose.

OHIO—"The rose plants arrived in excellent condition. I wish to thank you for your fair dealing."

BERTHA MEMEL, Hamilton, Ohio.

Price all roses on this page: Strong, first size plants, 35c each, 3 for \$1.00, postpaid. Two-year-old plants, 90c each, with soil on roots, by express; prepaid by parcel post, \$1.00 each. Star or specimen plants, \$1.25 each, with soil on roots, by express; prepaid by parcel post, \$1.50 each.

TENNESSEE

"The roses were received in good condition, and the plants are exceptionally fine, not having wilted any in transit."

C. F. JAMESON, Memphis, Tenn.

WYOMING

"The roses, cannas, gladioli and carnations sent me last year were fine, and produced many blooms."

E. P. FITZGERALD, Casper, Wyoming.



“Baby Doll” Rose

EXQUISITELY BEAUTIFUL—RIVALS THE RAINBOW

Our New and Most Sensational Hardy Everblooming Bush Rose

Has taken the country by storm. The most unique rose ever introduced. The long, slender, deep green foliage is three times as plentiful as is usually found on any rose and is insect proof. It grows not to exceed 15 inches high. The smallest bush produces hundreds of perfectly formed miniature blooms, early and late, in marvelous profusion, all the time, outdoors and indoors in pots. The plant is always blooming!

For all purposes there is nothing like it anywhere; in hardiness and health it is superb. The flowers are exquisitely formed. No description can picture the daintiness and the beauty of the bloom; nothing has ever been seen like it in the rose family in the centuries gone by. The tips of the petals show vivid crimson, then that mellows down through shades of pink into saffron, lavender, gold and yellow and finally into deep old gold—a combination so extraordinary and so entrancing that immediately upon seeing the rose, the exclamation is heard, “What a wonderful rose.”

Ours is the original stock introduced in America for the first time as one of the famous “Roses of New Castle.” Don't miss it.

PRICE—Strong, one-year-old pot plants, 30c each; 4 for \$1.00; \$2.50 per doz., postpaid; extra large, heavy, two-year-old plants, 90c each; \$9.00 per doz., by express; \$1.00 each, postpaid by parcel post. Star size, specimen plants, \$1.15 each, by express; \$1.35 by parcel post, prepaid.

IOWA

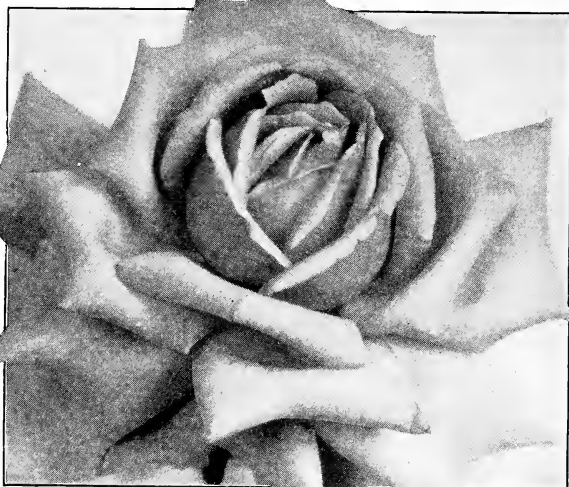
“First size plants of ‘Sunburst’ and ‘Baby Doll’ grew and bloomed beautifully. ‘Baby Doll’ had four open flowers and nine buds on it when cold weather came. ‘Sunburst’ is the most beautiful yellow rose of all.”

MRS. E. HORAN, Lyons, Iowa.

HATTIE S. SHIELDS, Royal Center, Indiana, writes: “‘Baby Doll’ is surely a little beauty.”



*Alexander Hill Gray



Alexander Hill Gray
Great Yellow Rose

*Amelia Gude

Hybrid Tea—An offspring of Columbia with all its good qualities. Flowers beautiful, of a pleasing shade of golden yellow, petals tipped with a lighter shade. Very free bloomer and a good grower. Together with Columbia, Premier, Hoosier Beauty, America, Mad. Butterfly, it represents that type of garden rose that will put many of the old favorites into discard. This is a great garden rose.

First size, 30c each, 4 for \$1.00, postpaid by mail; strong two-year-old plants with soil on roots, by express, \$1.00 each, or by parcel post prepaid, \$1.10 each. Star size plants, \$1.25 each, by express; by parcel post, prepaid, \$1.50 each.

COLORADO

"I am so delighted with the roses you sent me that I want to write a word of appreciation. I have them set out and they look so nice, not a leaf withered."

PAULINE WEISTA,
Colorado Springs, Colorado.

MISSOURI

"Received roses in fine shape. They were as wonderfully fresh as though they had just stepped from the greenhouse. Never saw roses packed so nicely."

MRS. PHILIP W. HESS,
Jamesport, Missouri.

AFTER a thorough trial, both indoors, under glass and in the open ground, we are convinced that this lovely yellow bush rose is one of the very best, if not the best, of its class and color. The color, which is a deep lemon-yellow, deepening as the flower expands, does not fade in the open ground. Buds and blooms of perfect formation and of great substance, and produced in the greatest abundance throughout the entire season. Strong grower and hardy.

First size plants, 25c each; 5 for \$1.00; \$2.25 per dozen, postpaid; two-year-old plants, 85c each, \$9.00 per dozen, by express; 95c each, prepaid by parcel post. Star or specimen plants, \$1.25 each, by express, charges collect; prepaid parcel post, \$1.50 each.

*Gruss an Aachen

A Hybrid Polyantha, but looks more like a Hybrid Tea. Low growing, and sturdy, fine large foliage. Practically insect-proof. Color yellowish rose with salmon pink and rose shadings. Splendid flowers. A remarkable new rose.

First size plants, 25c each, 5 for \$1.00, postpaid by mail; strong two-year-old plants, with soil on roots, by express, 85c each, or by parcel post prepaid, 95c each. Star size plants \$1.25 each, express.

OHIO

"The ten one-year rose plants and twelve chrysanthemums have turned out wonderfully well. All the roses have progressed beyond my fondest hopes and all of them have bloomed, while the chrysanthemums are very sturdy. Friend wife is so well pleased with the plants that I was instructed to order more."

MR. EDW. P. MUNCH, Cincinnati, Ohio.



Beautiful Amelia Gude (Fancy Yellow)



NEW ROSES—Continued



Matchless (Red Premier)

***National Emblem**

Ought to be in every home. The color is unsurpassed—a crimson, overlaid with deep, velvety crimson, shading to deeper vermilion edges; buds long and pointed, blooms full, deep and double. Gorgeous in their almost barbaric beauty; delicious fragrance. Always in bloom. Sturdy growth, new and rare.

***American Beauty**

The fame of American Beauty roses is world wide. This magnificent rose still reigns supreme. The rich, glowing crimson flowers, shaded and veined, are immense in size.



David O. Dodd

Very double. Borne on long, stiff stems and the fragrance is that of old Damask rose. Exquisite and unequalled. Generally hardy in all sections with winter protection.

with beautifully shaped buds and large, impressive flowers. Stronger growing than any crimson rose in the list. Sturdy and very unusual and very beautiful.

Price all roses on this page, except where noted: Strong, first size plants, 35c each, 3 for \$1.00, postpaid. Two-year-old plants 90c each, with soil on roots, by express; prepaid by parcel post, \$1.00 each. Star or specimen plants, \$1.25 each, by express; prepaid by parcel post, \$1.50 each.

***America**

THIS new Indiana rose, a Hybrid Tea, is the most beautiful and refined garden rose of its color now known. Immense buds, long and pointed, opening into enormous double flowers on sturdy long stems, almost thornless. Color a rose pink of peachblow shade; deliciously fragrant; every shoot produces a flower. Well worthy of the name it bears.

Matchless

An offspring of the Great Premier. Has created a sensation in the rose world. Fully as large, if not larger, than Premier. Full, deep, double. Magnificent, long buds on long, strong stems. Color deep, rosy cerise, deepening to pure red. Always in bloom. Ranks with American beauty in color.

Pink Hoosier Beauty

Hybrid Tea—This rose came to us from A. Rasmussen, one of the foremost Indiana growers, and has every characteristic of Hoosier Beauty, that remarkable deep crimson rose, but the color is a pure deep pink. There is no other rose like it. The flowers are beautifully formed, full, deep and double; borne in profusion constantly, and the fragrance is delicious. In limited supply. A rose we recommend most highly to our customers. Strong growing bush type.

Price, strong, first size pot-grown plants, 50c each; strong, two-year-old, pot grown plants, soil on roots, \$1.50 each, by express; prepaid by parcel post, \$1.65 each.

PENNSYLVANIA

"The refill order arrived today. Thanks. Words are inadequate to express my appreciation. To use a slang phrase, 'I've got to hand it to you' for conscientious treatment of your patrons. I remain exceedingly pleased."

E. E. WILT,
Altoona, Penna.

David O. Dodd

Hybrid Tea. New American bush rose of magnificent form and color. Rich, deeply flushed scarlet of flaming color,



Pink Hoosier Beauty



Sure-to-Bloom Hybrid Tea Roses

THESE great bush roses have rapidly superseded all other classes for general planting because of their parentage, which is the result of cross fertilization between the Hardy Hybrid Perpetual or June Roses and the Everblooming Tea Roses. From the June Roses they inherit the large, bold, handsome, exquisitely fragrant flowers, retaining in a marked degree their hardiness, so that they stand the severest winters without damage, and from the Tea Roses they have retained the free and constant blooming habit, together with the great variety of color found only in this class. They produce their gorgeous flowers without interruption the entire growing season, making them the best of all roses for general planting. Our collection includes all varieties of merit now in cultivation. All on their own roots—once planted, practically permanent.

*Mad. Caroline Testout

This grand old favorite has been adopted by the State of Oregon as its State Flower. In color, it is of a satiny rose, deepening to clear red in the center.

Mrs. Aaron Ward

Very distinct, coppery orange in the bud, golden orange when partly developed, and pinkish fawn when fully opened. Flowers splendid in form, always blooming; magnificent foliage.



Mrs. Aaron Ward

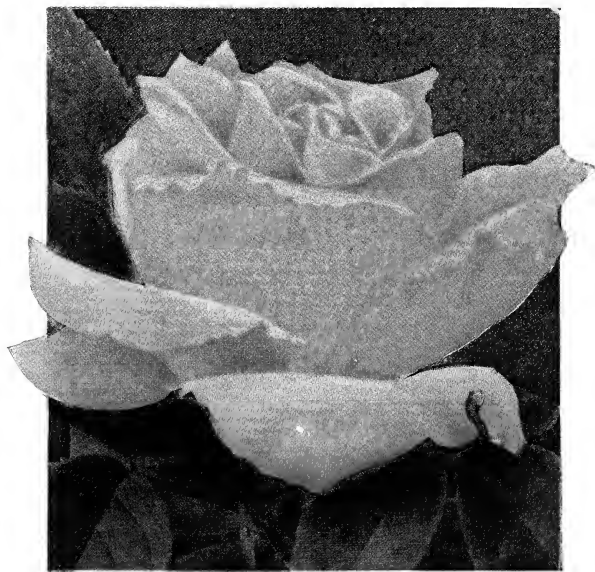
*Pink Radiance

An American Triumph. Not to be outdone by European growers, America contributes this great rose, and in every particular, gloriously formed flowers, immensity in size, exquisite fragrance, grand foliage, healthy growth, color and freedom of bloom, Radiance is fully the equal of Jonkheer J. L. Mock, which fact ought to give it entrance into every rose garden in America. In color of flower it is both unique and beautiful—a bright carmine-rose with opal and coppery reflections. Hardy everywhere with protection; as its name suggests, is radiantly beautiful.

*Jonkheer J. L. Mock

Gigantic flowers on erect, stiff stems and a growth that is marvelous in its freedom. Large, heavy foliage; quickly makes a great strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright rich pink, faced with carmine. A wonderful hardy garden rose.

Price of all roses on this page: First size plants, 30c each, any 4 for \$1.00, postpaid; strong two-year-old plants, 85c each, \$9.00 dozen assorted, by express; prepaid by parcel post, 95c each. Varieties marked * can be furnished in star or specimen plants at \$1.25 each, by express; prepaid by parcel post, \$1.50 each.



Pink Radiance



HYBRID TEA ROSES—Continued

*Sunburst Giant Yellow

STRONG growing yellow roses are scarce. This gorgeous variety is the finest of all yellow roses in commerce, and in its color equal to an American Beauty or Killarney. Immense buds, long and pointed, strong, stout stems bearing gigantic, full, deep, double flowers continuously. Color coppery yellow; with golden orange in deeper shades. Entirely distinct. Magnificent bush rose, stands four feet or more in height. Foliage immense in size and strong, vigorous in habit of growth. Superb.

*Helena Cambier

Hybrid Tea. Of unusual beauty. Large, double, beautifully formed flowers. The colors vary from salmon-rose to coppery rose. Hardy everywhere. Don't overlook this great rose.



Glorious Sunburst

Mrs. A. R. Waddell

Its beauty is beyond description. Buds and flowers immense in size, full double and beautifully made, grows sturdy and erect in the most vigorous fashion, requiring no petting and coaxing; flowers color rosy-scarlet, shaded with salmon; beautiful, effective and hardy.

*Kaiserin Augusta Victoria

The greatest hardy, white Hybrid Tea rose in existence. A strong, sturdy grower; free-flowering; it has become the most popular of all white roses for general planting. Continuously from early spring until late fall, with pointed buds, the large, double flowers are glorious in their perfection; borne on long stiff stems; delicate pure white, deliciously fragrant. Unexcelled for cutting. Very hardy.



Kaiserin Augusta Victoria

Prices of all roses on this page: First size plants 30c each, any 4 for \$1.00, postpaid; strong, two-year-old plants, 85c each, \$9.00 per dozen assorted, by express; prepaid by parcel post 95c each. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express; prepaid by parcel post, \$1.50 each.

WYOMING

"I live in an altitude of over 7200 feet, on wind swept plains, but I have had wonderful success with your roses last year."

JACK COSTIN,

Laramie, Wyoming.



The Great Rhea Reid (Scarlet Crimson)

***Commonwealth**

Buds large, long and pointed, open flower very double, extra large in size, of fine substance; solid deep pink color, very fragrant; long, strong stems. A vigorous grower and continuous bloomer. Especially desirable.

***Sensation**

Well named. The sensation of the rose world. Heavy, luxuriant foliage; strong growing, magnificently formed flowers of deepest velvety crimson, massive in size and produced in marvelous abundance; fragrance delicious. One of the greatest roses of recent origin. Very hardy.

Price of all roses on this page: Strong, first size plants, 30c each, any 4 for \$1.00, postpaid; two-year-old plants, 85c each, \$9.00 per dozen assorted, by express; prepaid by parcel post 95c each. All on own roots. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express; prepaid by parcel post \$1.50 each.

ALABAMA

"The Baby Doll rose from you bloomed today for the first time. I am so pleased I want more of it. I was a little afraid to order from you, on account of it being so far away. I thought those nearer home might be better, so ordered from a nearby nursery, but your bushes are so healthy looking, so much better than those bought nearer home. You have made me a great rose enthusiast."

MRS. W. C. McCOY,
Lafayette, Alabama.

***Rhea Reid**

ORIGINATED here in Indiana, it positively has no superior as a scarlet-crimson garden rose. The flowers are immense in size, full, deep and double. They are borne in endless profusion on long, stiff, erect stems. The color is vivid scarlet-crimson, gorgeous in appearance, with exquisite fragrance; strong, healthy, oak-like foliage. We have given this great rose unusual publicity and made its superb merits known to the rose-loving public.

***Francis Scott Key**

A magnificent Hybrid Tea garden rose originated by the great Rosarian John Cook, and named in honor of the author of "The Star-Spangled Banner." Color a glowing scarlet with darker shadings. Buds long and pointed, opening full and double; produced on long, upright stems.

"The rose plants came in excellent condition." — Julia Barcellos, Demerara, British Guiana.



Sensation



Lovely Killarneys

Pink Killarney

Strong, sturdy and upright, with fine, heavy, insect-proof foliage, bearing flowers that are simply exquisite in form and color; the bud is exceedingly long and the flowers immense in size; color deep, brilliant, sparkling shell-pink; hardy everywhere. The bush is magnificent in growth, of good size and bears its beautiful burden of flowers constantly all summer.

White Killarney

Identical with the parent variety, Pink Killarney, of which it is an offspring, except in color, which is glistening white. Like Pink Killarney, its great charm lies in the beautiful shape of its buds, so distinctive that everyone recognizes it as a Killarney by its shape.

Yellow Killarney

Mme. Jenny Gillemont—A brilliant saffron-yellow rose, opening canary with dark golden shades. The buds are long and pointed, beautiful in form and color, the flowers are large, with immense petals. Hardy and vigorous, it is in constant bloom all summer. For the amateur this is by far a better rose than Souv. de C. Pernet, Duchess of Wellington or any other yellow rose of this type and class. One of the great roses.

General McArthur

The flowers are exquisitely formed, delightfully fragrant and the color is crimson-scarlet. Growth is wonderfully strong, sturdy and healthy, which is the important feature after all.



Pink Killarney

Special Offer

One each of the three Killarneys in first size plants sent postpaid for 85c. One each in two-year-old plants by express, for \$2.50.

Price of all roses on this page: Strong, first size pot-plants, 30c each, any four for \$1.00, postpaid; extra heavy, two-year-old plants, with soil on roots, 85c each, \$9.00 per dozen assorted, by express; prepaid by parcel post, 95c each.



Yellow Killarney

KENTUCKY

"I want to thank you for sending me such nice roses. They are growing fine, and I surely will remember you folks in future orders, also in recommending you to our friends."

MRS. ANNA HASENZAHL,
Ft. Thomas, Kentucky.

NEW YORK

"I am eager to try growing roses on their own roots, for the budded ones have not proved satisfactory, and of those companies offering own-root roses your offers and qualities seem the best."

MRS. E. W. KOEB,
Rochester, New York.



HYBRID TEA ROSES—Continued

Madam Butterfly

A Glorified Ophelia—See Illustration

WHEN its merits become known this great variety will probably be the most popular rose in cultivation. By reason of its marvelous root action and freedom of bloom, it easily becomes a rose par excellence. No rose without root action will survive the test. To describe this rose is impossible. Our illustration does not do justice to it. It is impossible to reproduce the colors accurately. If you can, imagine exquisitely formed buds of Indian ochre with yellow at the base and those intermediate tones of clear, brilliant shades of coral pink, opening into deep, full and double flowers. Add to this, delicious fragrance, and what more might be asked of a rose? The great triumph in rose culture is centered in Madam Butterfly. Ours the true stock—yet very scarce.



The Wonderful Madam Butterfly

*Crimson Queen

Owing to its rich coloring this is a wonderful garden or bedding rose. There is no color that produces the show that a good crimson does. The color is a rich, bright, velvet crimson. A strong, vigorous, upright grower; flowers large and full, a great garden rose as it is always in bloom, extremely hardy and produces a magnificent bush in a short time; hardy everywhere.

*Richmond

A distinctive Indiana rose, it having been produced within a few miles of here. Very significantly might it be called one of the Roses of New Castle. It has been the sensation of the rose world. It is the most vivid red rose known, and its exquisitely shaped, immense, fragrant flowers are nothing short of gorgeous. No description will do justice to such a wonderful rose as this.

*Senator Mascurand

Yellow Hybrid Tea rose, the center of a bloom resembling the color of the yolk of an egg, toning to high sulphur-yellow. Large, full, globular blooms. A strong, healthy grower and free bloomer. Blooms of large, perfect shape. Perfectly hardy.

Price of all roses on this page: First size plants, 30c each, any 4 for \$1.00, postpaid; strong, two-year-old plants, 85c each, one or more varieties \$9.00 per dozen, by express. Prepaid by parcel post, 95c each. Varieties marked * can be furnished in star or specimen plants at \$1.25 each, by express, or prepaid by parcel post, \$1.50 each.

LOUISIANA

"The ten roses reached me in excellent condition. I am much pleased with size and appearance of plants, and expect fine results."

MRS. ANNA H. WELCK,
Shreveport, La.



*Gruss an Teplitz

The Sweetest, Richest Crimson Hybrid Tea Rose

CALLED by some growers Virginia R. Coxe. The intense, dazzling color of this rose is found in no other variety. Fiery crimson, shaded with a dark, velvety sheen, totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion throughout the whole growing season; in fact, it is always in bloom. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect on the lawn or in the garden all summer through. A wondrously strong, vigorous grower, actually attaining a height of 4 to 5 feet, perfectly hardy everywhere. Incomparable for fragrance.

Please Note—The demand for a thoroughly hardy Ever-blooming Climbing Rose is abundantly served in Climbing Gruss an Teplitz offered on page 32. Just the same as the bush form except it is a most vigorous climber.



Gruss an Teplitz

*Gen. Arnold Jansen

Color a deep glowing carmine. Free bloomer. Buds long and pointed on long, stiff stems.

*Red Letter Day

A velvety brilliant glowing scarlet crimson bud opening into cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson scarlet, producing a rose of exquisite grace and charm. Robust grower and wonderfully free blooming.

*Prince E. C. d'Arenberg

This really great rose seems to be overlooked. This is a great rose. Flowers of a bright scarlet, shaded maroon, borne on long, straight, upright stems. Buds are long and pointed, opening full and double. Magnificent in form. A grand grower. Very hardy. Be sure to try it. A real garden rose.

*My Maryland

Handsome in bud and flower. Brilliant shade of pink; rich in fragrance; sturdy, fine shaped bush. A great outdoor rose.



Prince E. C. d'Arenberg

Price of all roses on this page: Strong, first size pot-plants, 30c each, any four for \$1.00, post-paid; extra heavy, two-year-old plants, soil on roots, 85c each, \$9.00 per dozen assorted, by express; prepaid by parcel post 95c each. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express; prepaid by parcel post, \$1.50 each.



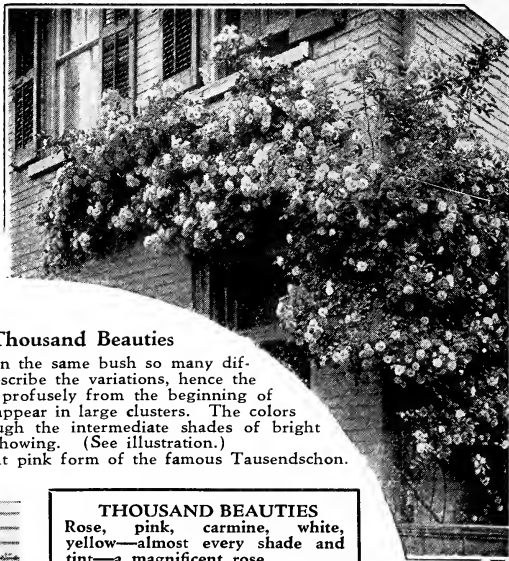
Heller's Hardy Climbing Roses

THESE are the roses so necessary for the home, giving it, no matter how humble or pretentious, a touch of beauty not to be had by any other form of adornment. They also have a most useful side, in that they give most delightful and refreshing shade when used on the porch, veranda or pergola. They are used very extensively in covering unsightly spots in the ground, for screening out-buildings. Are especially recommended for trailing down over embankments and for cemetery planting; not subject to insect attack. All are hardy everywhere.

*Tausendschon or Thousand Beauties

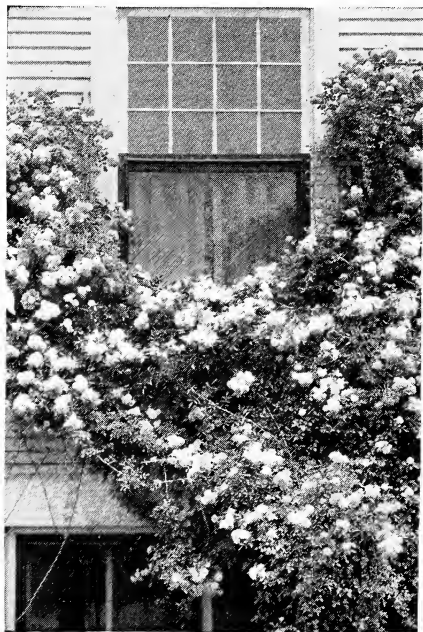
A sensational new climbing rose, producing on the same bush so many different colored flowers that it is impossible to describe the variations, hence the fitting name, "Thousand Beauties." Blooming profusely from the beginning of June until the last of July; the double flowers appear in large clusters. The colors run from delicate balsam or tender rose through the intermediate shades of bright rose and carmine, with white and yellow tints showing. (See illustration.)

*Pink Tausendschon (Rosarie)—This is a bright pink form of the famous Tausendschon. A grand addition to this class.



Tausendschon

THOUSAND BEAUTIES
Rose, pink, carmine, white, yellow—almost every shade and tint—a magnificent rose.



Hardy Climbing Rose (Excelsa)

*Dorothy Perkins

Shell-pink; extremely hardy, vigorous and free blooming. Withstands the most severe winters. The shoots frequently grow ten to fifteen feet in one season. The flowers are borne in immense clusters of thirty or forty. They are perfectly double, and excellently adapted for cutting and decorating.

*Excelsa

Sometimes called "Red Dorothy Perkins." Best described as an improved Crimson Rambler with heavy, glossy, varnish-like foliage, without any of the defects of the Crimson Rambler, which is very unsightly at times because of mildew on the foliage. This great new rose is nearly evergreen and is absolutely hardy. The flowers are very double, produced in immense trusses of thirty to forty flowers to each truss. Color intense crimson—new and distinct. One of the great hardy climbing roses. Hardy as an oak. Lasts a lifetime. A gorgeous sight when in bloom.

Price of all roses on this page: Strong, first size plants, 25c each, any 5 for \$1.00, postpaid; extra heavy, two-year-old plants, 85c each; \$9.00 per dozen assorted; prepaid by parcel post 95c each; still larger plants, marked * in specimen or star size, \$1.25 each, limited quantity, by express; prepaid by parcel post, \$1.50 each. All on own roots.

NORTH DAKOTA

W. M. Shalley, Wishek, North Dakota, says: "The star size roses sent me are sure real roses, with wonderful root growth."



*Keystone

First and Only Hardy, Free Blooming, Yellow Climbing Rose

OUR illustration above gives only a faint idea of this magnificent, hardy, free-blooming yellow rose. The flowers are of fine size and wondrous beauty, borne in magnificent clusters. It has been thoroughly tested and has proved to be absolutely the finest hardy yellow rose offered. It grows more freely than any other climbing rose, is perfectly hardy even in the far North, blooms in wonderful profusion, and is absolutely immune from insect attacks and has a vigor of constitution found only in the hardy Hybrid Perpetuals.

***Aunt Harriet**—In full bloom, it is amazingly fine with its masses of dazzling scarlet-crimson roses loading every branch. The bright effect is intensified by the pure white centers and brilliant golden anthers which shine out when flowers are fully open.

***Bess Lovett**—Flowers clear bright red, good size, double, cupped form. Fragrant.

***Dr. W. Van Fleet**—A splendid hardy rose, large flowers about 4 inches across, full and cup shaped; color flesh pink deepening to rosy-flesh in center.

***Silver Moon**—Blooms very large, four or more inches in diameter, pure white in color and of good substance, beautifully cupped, forming a clematis-like flower.

***Christine Wright**—Large, thick, leathery foliage. Flowers 4 inches in diameter; color bright, clear pink, almost double; borne in large clusters.

***American Pillar**—Of extremely vigorous habit of growth, the bushes being clothed in lively green from earliest spring until late in the fall. It has a profusion of bright pink, semi-double flowers in clusters which are followed by large clusters of attractive red berries.

***Mary Wallace**—Large semi-double flowers, 4 inches across; color clear rose pink with salmon at base of petals. Hardy everywhere.

Eugene Jacquet—Immense trusses of fragrant cherry-red flowers in the greatest profusion.

Emily Gray—A new yellow. Glossy foliage, buds long, flowers golden yellow, semi-double. Needs protection north of Washington, D. C.

***Alberic Barbier**—Entirely free from insect attacks; heavy, waxy foliage, shines as if varnished. The beautiful yellow flowers are unusually full and double, sometimes singly, sometimes in clusters.

***Mary Lovett**—Has been termed the White Dr. Van Fleet. Hardy as an oak, a good grower, splendid for cemetery planting or wherever an absolutely hardy, white climbing rose is wanted.

Price of all roses on this page: Strong, first size plants, 25c each; any 5 for \$1.00, postpaid, strong, two-year-old plants, 85c each, \$9.00 per doz., assorted, by express; by parcel post prepaid, 95c each; still larger plants, all varieties, in star or specimen sizes, \$1.25 by express; \$1.50 by mail.



Free-Blooming Climbing Roses

THESE are the best of all constant blooming climbing roses. Noted for the exquisite beauty of their flowers. Including Teas, Hybrid Teas, Polyanthas, etc. Where the winters are not too severe they are perfectly hardy, but some protection is desirable. Strong growing, bearing large flowers like the choicest bush roses, they bloom all summer through. Exceedingly popular because of this fact.

*Climbing Gruss an Teplitz

This is an exact counterpart of the bush rose Gruss an Teplitz, but a vigorous climber, attaining a height of 10 to 15 feet in a single season. When it first blooms in the spring it is a daz-

*Marechal Niel

The famous old favorite which grows so luxuriantly in the South. Buds and flowers superb; extra large, very double, and deliciously perfumed. Deep golden yellow. Blooms with great freedom. In the North should have very careful protection during the winter.

*Mrs. Robert Peary

(Climbing Kaiserin Augusta)—Strong, rapid grower. The lovely white flowers are magnificent beyond description, buds long and pointed.

*Climbing Cecile Brunner — Color rosy pink, rich creamy-white ground. Needs protection.

*Climbing White Maman Cochet—The exquisite white flowers are borne in great profusion. Absolutely hardy, except in the extreme North, where it requires slight protection. It is a strong, vigorous grower, throwing up strong canes 15 to 20 feet long in a single season.

*Climbing Pink Killarney—Immense, long pointed buds with massive petals, opening into flowers of enormous size; color deep pink, deliciously fragrant.

*Climbing Pink Maman Cochet—An exact climbing counterpart of the bush variety. As free blooming as the Cochet. Will withstand the rigor of the Northern winters with protection. Superb pink flowers.

The Cherokee Rose—The bushes bear large pure white roses in great profusion. Moderately hardy.

*Fortune's Double Yellow—Bronzed yellow or coppery and fawn color. (Beauty of Glazenwood.)

Climbing Helen Gould—Climbing type of the beautiful Helen Gould. Immense flowers, full and double, constantly produced. Warm watermelon-red. Superior.

Climbing Ophelia — A vigorous climber bearing immense, full double flowers, salmon flesh shaded rose. Constantly blooming.

*Climbing Rhea Reid—Same as Rhea Reid except of a strong climbing habit, bearing rich, deep crimson flowers constantly throughout the growing season.

zling sheet of velvety crimson. Each bloom is produced singly on long stems, the same as the bush variety so well known. Blooms throughout the growing season. One of the greatest of all climbing roses and hardy everywhere.



Climbing Gruss an Teplitz
Always Blooming

*Climbing Clothilde Soupert—One of the best, bearing immense clusters of flowers constantly. Ivory white shaded in center silvery pink flowers. Not excelled by any climber. Hardy.

Price of all roses on this page: Strong, first size plants, 25c each, any 5 for \$1.00, postpaid; strong, two-year-old plants, 85c each; \$9.00 per dozen assorted, by express; prepaid by parcel post, 95c each. Varieties marked * can be furnished in star or specimen plants at \$1.25 each, by express.



"Premier Collection" of Garden Roses

The Cream of Our Vast Stock—10 for \$2.50, Postpaid

HERE are the ten most superb garden roses now known. Will thrive in all sections. We have considered everything in the selection—hardiness, vigorous growth, freedom of bloom, ease of culture, color and beauty of flowers. Will bloom constantly this year, even in the first size plants. Set aside all misgivings and plant this "PREMIER COLLECTION." The greatest roses in the world are included, Premier, the Jeannette Heller, and the Cochet roses—all are here at a price so low as to meet the requirements of every purse. Each variety labeled and safe arrival guaranteed to any point in the United States.

Special Offer Ten Wonderful Roses, Postpaid for **\$2.50**

PLEASE ORDER AS THE "PREMIER COLLECTION" Full description elsewhere in this book. See Index, page 63.

Hoosier Beauty—The most beautiful crimson bush rose now known. Flowers, deep, double, immense in size, of a velvety crimson color.

Alexander Hill Gray—The supreme yellow garden rose. The best of its class and color. Magnificent flowers, deep lemon yellow.

Pink Cochet—The great pink garden rose. Flowers immense, always in bloom.

Amelia Gude—New and beautiful. Perfectly formed flowers. Golden yellow, petals tipped with lighter shades.

Columbia—Deep peach pink, magnificent flowers, immense in size; strong growing, hardy; an exquisite garden rose, almost thornless.

Premier—Described elsewhere. Wonderful Hybrid Tea Rose. Deep rose pink, perfect form, delicate fragrance, long, stiff stems and continuously blooming.

Jeannette Heller—One of the greatest garden roses in the world, exquisite blending of pink and lighter shades.

Mrs. B. R. Cant—One of the best if not the best everblooming bush rose of its class. Strong growing, hardy. Produces during the season hundreds of deep crimson-pink flowers, rose center. Very double and fragrant.

White Maman Cochet—Superb flowers, color white; a wonderful garden rose.

Kaiserin Augusta Victoria—White, greatest of all white Hybrid Tea Bush Roses. Continuously blooming early until late.

Special Offer

This collection of ten magnificent roses, strong, first size plants, for \$2.50, postpaid by mail; the entire set, extra heavy two-year-old plants, by express, soil on roots, \$8.00; or by parcel post, all charges paid, for \$9.00; the entire set of ten varieties in immense Star size plants, \$12.00 by express or prepaid parcel post for \$14.00. All on their own roots, now growing in large pots or crocks, ready to produce immediate results.



Premier
A Marvelous New Garden Rose

We Stake Our Reputation Upon the Merits of This Great Collection, Which Will Produce Hundreds of Flowers This Year.



Great Yellow
Rose—Etoile
de Lyon

Hardy Everblooming Tea Roses

TO this class of bush roses belongs all honor. Of strong, healthy, hardy habit of growth, they thrive splendidly in all parts of the country, blooming continuously, and with their handsome, deliciously perfumed flowers their place in American gardens is secure and everlasting. They are quite hardy, but where the winters are extremely severe, protect them carefully.

*Etoile de Lyon

Magnificent golden yellow. One of the hardest of yellow Tea Roses. The plants make a strong, healthy growth and bear large flowers of excellent substance with astonishing freedom. The shape of the flowers is superb and in size they rival the well-known Marechal Niel. This and the Alexander Hill Gray are the two great Yellow Tea roses.

*Bridesmaid

This variety is valuable for cutting and does finely in the open ground; color fine, clear dark pink, much deeper and more constant in color than Mermet. Strong, vigorous grower, bearing its flowers on long, sturdy stems. Still holds its own as one of the most beautiful of all Tea bush roses.

Price of all roses on this page: Strong, first size pot-plants, 25c each, any 5 for \$1.00, postpaid; extra heavy, two-year-old plants, 85c each, \$9.00 per doz., assorted, by express; by parcel post prepaid, 95c each. All on own roots. Large specimen star size plants \$1.00 each, by express; prepaid by parcel post, \$1.25 each.



Bridesmaid (Beautiful Pink)



EVERBLOOMING TEA ROSES—
Continued

Mad. Francisca Kruger

THIS beautiful rose is of strong, bushy habit. The flowers are very large, well filled; color salmon, deeply shaded coppery yellow. Always in bloom.

***The Bride**

There is no other white rose more satisfactory than the Bride. The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. It is of a strong and healthy growth, and a profuse bloomer. Its blooms are of the most suitable form and quality for cut flowers.

***Mrs. B. R. Cant**

Especially recommended for outdoor cultivation as one of the best, if not the best rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers with silvery rose center, perfectly double, delightfully fragrant.



Mad. Francisca Kruger

***Cornelia Cook**

The flowers are borne in great profusion and are very desirable. The color is pure creamy white, tinged with lemon and blush.

***Lady Hillingdon**

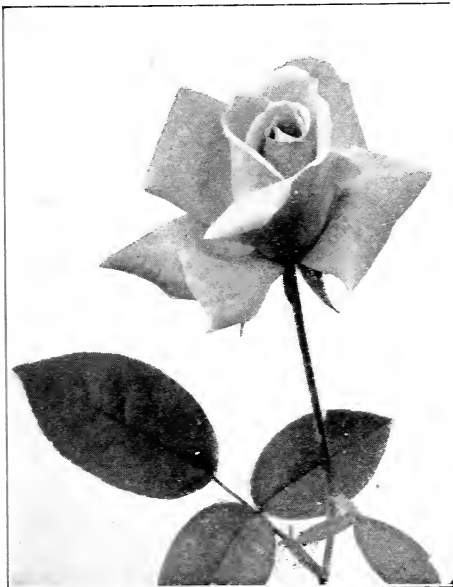
One of the latest introductions. The color being one almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds are produced on long, strong wiry stems, well above the foliage, giving a slender and graceful effect. A strong, hearty, healthy grower.

***Wm. R. Smith**—Especially suited for outdoor planting and cutting purposes. The soft blending of the salmon-pinks, rose-pinks, and the magnificent flesh tints resemble the blush of a maiden's cheek. The flowers are large, full and double, and most exquisitely formed.

***Marie Guillot**

The color is pure white, sometimes faintly tinged pale yellow. The flowers are beautifully made, very large, full and double, the buds are very pretty, of sweet fragrance.

Price of all roses on this page: Strong, first size plants, 25c each, any 5 for \$1.00, postpaid; strong two-year-old plants, 80c each, \$8.50 per doz., assorted, by express, prepaid by parcel post 90c each. Varieties marked * can be furnished in star size or specimen plants at \$1.00 each, by express, or prepaid by parcel post, \$1.25 each.



Lady Hillingdon



Gives but a faint idea of Climbing American Beauty
—a gorgeous, hardy climbing rose.



*The Great Climbing American Beauty Rose

A MOST SENSATIONAL NEW ARRIVAL AMONG
"THE ROSES OF NEW CASTLE"

PERFECT grower, wonderfully hardy and remarkably free blooming. Here we have the latest triumph in American rose growing, the true Climbing American Beauty in all its promise and glory, the realized dream of every rose grower. Almost the same as American Beauty, with smaller flowers. Medium sized flowers, each produced on separate stems, in clusters, vivid rosy-crimson in color, with delicious fragrance. Borne in greatest profusion for weeks. Foliage tough and leathery, deep, glossy green, sun and insect proof. The youngest plants attain a height of 10 to 15 feet in a single season. Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this rose will give the greatest satisfaction. Once planted will last a lifetime.

Ours is the genuine stock. Absolutely true to name, on its own roots.

*Birdie Blye

One of the freest blooming hardy climbers. Bushes here bloom five and six times each season. Perfectly hardy everywhere. Good strong grower. Foliage bright glossy green and free from insects or disease. Blooms full and double. Color a bright carmine, changing to bright satiny rose, very fragrant. This is a really great rose.

*Gardenia (Hardy Marechal Niel)—Very fragrant; creamy yellow.

*White Dorothy Perkins—It is a rampant grower, and in a short time will cover a large trellis. The flowers are of a brilliant glistening white.

Price of all Roses on this page: Strong, first size pot-plants, 25c each, any 5 for \$1.00, postpaid; extra heavy two-year-old plants, 85c each; \$9.00 per doz., assorted, by express; prepaid by parcel post 95c each; larger plants marked * in specimen or star size, \$1.25 each by express—limited quantity. All on own roots.

FAVORITE COLLECTION \$1 EIGHT HARDY CLIMBING ROSES, POSTPAID.

Nothing can take the place of Climbing Roses around the home, hence their great popularity.

Climbing over trellises, arbors and covering the veranda, they are a beautiful sight. All colors and shades. Their flowers are to be cut by the armful. All are hardy, lasting a lifetime, increasing in beauty and size year after year. For hedges and for single specimens on the lawn they can be trimmed to any size and at any time. For permanent beauty in a year or two any one of them is worth many times the price of the entire collection.

This great collection, 8 Beautiful Climbing Roses, strong plants all on their own roots, each one labeled, our selection, 8 of them for \$1.00, postpaid anywhere in the U. S. A. proper.

PLEASE ORDER AS "THE FAVORITE COLLECTION"

"My Climbing American Beauty produced 60 dozen roses this year (by actual count). Many of these roses measure 10 inches in circumference with stems 15 to 18 inches long."

MRS. B. C. ISENINGER,

Grand Junction, Colorado.



Better Plants and Gardens

Insecticides and Fertilizers

VIGORO A specially prepared plant food for gardens, lawns, flowers, shrubbery. The proper feeding of the plant is very important, and its growth, vigor and beauty are governed largely by the kind of plant food furnished. In VIGORO you get a product which you can be sure is right. It is without unpleasant odor and is agreeable to apply. Shipped by express. Price, 25 lbs., \$2.50; 50 lbs., \$4.00; 100 lbs., \$7.00.

FAMOUS HORTOGEN PRODUCTS

(Rosenbluth Formulee)

Fertilize Through the Foliage

FUNGTROGEN

A highly concentrated fungicide that conquers Mildew and controls Black Spot on roses, Phlox and other plants, and is an effective plant stimulant, as well. 1/2 pint, 85c; pint, \$1.40; quart, \$2.35; 1/2 gal., \$4.00.

INSECTROGEN

For leaf-chewing insects—caterpillars, slug worms, Japanese beetles, etc., and blights. A powerful fertilizer. Used alternately with Fungtrogen. Both carry their own spreader. 1/2 pt. (sample), \$1.10; pint, \$2.00; quart, \$3.10; 1/2 gal., \$5.00.

APHISTROGEN

Destroys the destructive aphid in two or three applications. For all plants subject to aphids or plant lice. All these sprays carry the noted Rosenbluth leaf fertilizer—Hortogen. Complete with spreader ready for use. Simply mix with water. 4 oz., 85c; 1/2 lb. \$1.40; 2 lbs. \$3.85.

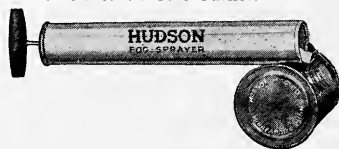
FEROGEN

Spring-Summer Ground Dressing and Ground Stabilizer. A valuable plant food. Reinforces manure fertilizer. Supplies essential chemical elements to the soil. 1 lb. tins, 90c; 2 lb. tins, \$1.50; 5 lb. tins \$3.25; 10 lb. tins, \$5.25.

TEROGEN

Autumn-Winter Ground Dressing. Destroys the spores of fungi of most diseases. Kills the larvae of insects, such as rose-pith, borer, rose bugs, Japanese beetle, aphids and ants. A valuable fertilizer. 1 lb. tins, 90c; 2 lb. tins, \$1.50; 5 lb. tins, \$3.25; 10 lb. tins, \$5.25.

Note: A 10 pound tin is sufficient for one application for 30 to 50 rose bushes.



The Perfect Vaporizer



TYRIAN PLANT SPRINKLER

is essential to success with plants. With it you can quickly sprinkle them. It will keep the foliage fresh and healthy. Throws a spray "just like rain." Its value is so apparent that once secured, you will not be without it. Postpaid, 90c each.

SULPHO-TOBACCO SOAP

For sure, easy and immediate extermination of all insect life on plants, trees and animals, Sulpho-Tobacco Soap is a matchless preparation. Will not injure the most tender plant. It dissolves readily in water, and may be applied with a Tyrian Sprinkler. Price, 3 oz. cake, 15c; 8 oz. cake, 30c, postpaid.

Special Offer The "Tyrian" Sprinkler and a 3 oz. package of Sulpho-Tobacco Soap for \$1.00, postpaid.

STIM-U-PLANT TABLETS

An excellent, odorless, highly concentrated plant food, tablet form, for all kinds of pot plants during the winter. Will increase growth and heighten color. These can be used in tablet form or dissolved in water. Complete directions with every package. Price, small size, 25c; 100 tablets for 75c; 1000 for \$3.50, postpaid.

WALKER'S EXCELSIOR PLANT FOOD

comes as a boon. It is so simple, the good results so positive that there is no reason why any flower lover should be without a box of this, the essence of plant life. It is an odorless preparation, combining in a highly concentrated and soluble form every element required in plants to produce vigorous, healthy growth and profusion of flowers.

2 1/2 oz. cans, making 3 gals. (postpaid)	\$0.25
5 oz. cans, making 6 gals. (postpaid)45
12 1/2 oz. cans, making 15 gals. (postpaid)70

HAND SPRAYER

A favorite for use about the home, yard, garden, poultry house etc. For rose bushes and flowering shrubs. Made of heavy tin, capacity 3/4 pint. Price, 90c, postpaid.



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 Please
 Order
 As
 Trial
 Collection
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 EIGHT
 ROSES
 12½c
 Each
 ••❖❖❖❖••

Great Yellow Rose
 Alexander Hill Gray

Great "Trial Collection" Sent Anywhere for \$1.00

The best value ever offered for the money and the greatest sale of rose plants in all history. Nearly a million plants sold in this marvelous collection up to date! Ours is the greatest stock of high-grade rose plants on their own roots in America. Our list includes the finest of the world's productions. All inferior varieties are discarded. Many superb varieties are practically unknown; they find prominence and favor through this popular collection. White, pink, red, yellow—every tint and shade—beautiful climbing roses—rare roses of every kind are included, our selection—strong, sturdy plants sure to grow and just as sure to bloom—8 plants in all, each one carefully labeled and packed, sent postpaid anywhere in the 48 states of America—all for \$1.00, or 12½c each! Do you want a complete rose garden? Here it is! An immense output alone makes this wonderful offer possible. Our selection, sent postpaid to any address in U. S. A., safe arrival guaranteed.

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8 Strong, Hardy, Everblooming Rose Plants, includes the famous Excelsa Climbing Rose, Pink Maman Cochet and the greatest of all Yellow Garden, bush roses, A. H. Gray, illustrated above **\$1**
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We will include in the "Trial Collection" one Excelsa, a sterling novelty—an Improved Climbing Crimson Rambler, Pink Maman Cochet, and the greatest of all Yellow Garden Bush Roses, A. H. Gray, illustrated above. These three roses alone are almost worth the price of the entire collection.

The Great Paul's Scarlet
Climbing Rose





* Flaming Paul's Scarlet Climber

IT is generally conceded by experts that this great new climbing rose stands out as one of the few best roses for home planting. Color vivid scarlet shaded slightly crimson, almost a flaming scarlet, a new and striking color. Makes a brilliant display for a long time in the garden. Hardy everywhere. The petals do not fade like many climbing roses, but retain their bright color, and remain in bloom for weeks. A wonderfully strong grower, quickly making an immense plant 10 to 20 feet high. When in bloom is a gorgeous sight. This rose received the gold medal and cup for the best climbing rose at the National Rose Society's exhibit. Ranks first in all tests and at every exhibit. No illustration can do it justice.

At the Rose Society's Test Garden at Arlington, D. C., conducted by and in conjunction with the Agriculture Department at Washington, where the American Rose Society held their annual meeting, the most prominent rose which attracted more attention than any other was Paul's Scarlet Climber. Two specimens trained to trellises made a wonderful show, while two that had been kept pruned as a bush rose were magnificent specimens, covered with their bright, handsome, full double blooms. At that time they had been in bloom some two weeks and were still bright in color, while many more buds had not opened.

Best Climber — This great rose is a good, strong grower and soon makes a fine display. Foliage is heavy and free from mildew and disease, as well as all insects, and remains bright when through blooming. It is truly a wonderful garden rose.

President S. S. Pennock, of the Society of American Florists, reports the following impression from the Bagatelle Gardens, Paris, where he was one of the judges at the great rose exhibition which is held there annually:

"In the roses, Paul's Scarlet Climber stood out in the garden by far the best among the climbers. It had been in bloom over two weeks, was still in fine shape and attracted the public probably more than any other one rose in the garden. There were several plants of Paul's Scarlet Climber, and one group of four plants, trained up in pyramid shape, made a wonderful show. This is rather an attractive way to train Climbers, especially where they are as free bloomers as Paul's Scarlet Climber, which presented almost a solid vivid red mass."

Price of Paul's Scarlet Climber: Strong, first size plants, 25c each, 3 for \$1.00, postpaid; strong, two-year-old plants, 85c each; \$9.00 per doz. by express; prepaid by parcel post, 95c each; still larger plants, in star or specimen size, \$1.25, by express. All on own roots.

OHIO

The plants arrived in perfect condition—looked like they were just taken from the ground, so fresh and strong were the young plants. I ordered the Hoosier Collection Wednesday evening, and they were planted Friday evening. I consider that quick service."

MRS. J. S. CONKLIN,
Gallipolis, Ohio.

PENNSYLVANIA

"I bought the Hoosier Collection of roses from you last July. They bloomed beautifully and all true to name. I never saw such value for the money. They were first size plants, and came in fine condition. You are a most reliable company."

MRS. STANLEY BROWSKI,
Plymouth, Penna.

WORTH THINKING ABOUT!

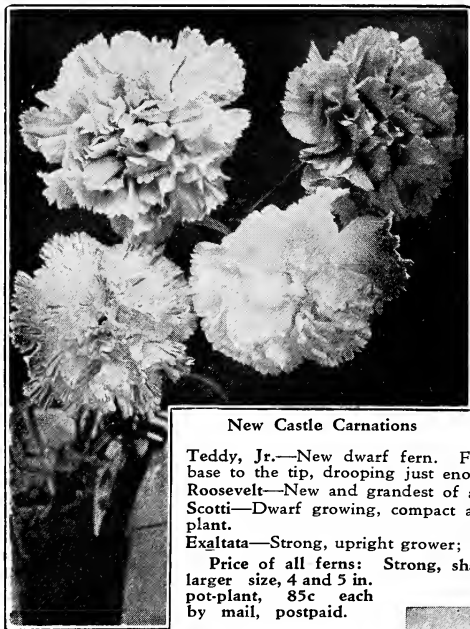
I never saw a rose that has attracted as much attention as the "Paul's Scarlet Climber" which I bought from you last spring, 1924. It is ten feet tall and full of bloom, which has been on now two weeks without shedding its pretty scarlet flowers. Sundays we have at least five hundred cars stop here and people asked me so many times about its name, etc., that I had to put a sign on it, "Paul's Scarlet Climber." I could have sold fifty potted plants if I had had them.

IRVIN J. WENZ, Brandywine, Md.



Handsome Large Flowering Carnations

THERE is no plant that grows in the garden that is more attractive or handsome than carnations; our extra strong, stocky plants will bloom all summer and produce in wonderful abundance their large, superb flowers which have exquisite clove fragrance. Bring indoors in early fall. Grown in pots the plants will bloom continuously during the winter.



New Castle Carnations

Teddy, Jr.—New dwarf fern. Fronds are broad and beautifully tapered from the base to the tip, drooping just enough to make a graceful plant.

Roosevelt—New and grandest of all, with fronds beautifully frilled and waved.

Scotti—Dwarf growing, compact and a great favorite. Broad petals, strong, upright plant.

Exaltata—Strong, upright grower; deep green fronds of heavy texture. Very beautiful.

Price of all ferns: Strong, shapely plants, 20c each, any 6 for \$1.00, postpaid; larger size, 4 and 5 in. pot-plant, 85c each by mail, postpaid.

Best Carnations

Price, strong pot plants: 15c each, any 6 for 75c; \$1.50 per dozen, postpaid.

Alma Ward—New white, variegated pink.

Aviator—The best standard crimson.

Mrs. C. W. Ward—Deep pink, very fragrant.

Rose-Pink Enchantress—Deep pink.

Matchless—Clear, brilliant white; fine form and very large. Highly scented. Delightful.

Radium—New, handsome red. Fine, large bloom.

Decorative Ferns

There is a charm about the fern for home ornament hard to equal with any other plant, with its long sprays of fresh, lively, green, handsome foliage. Even the smallest plants will in a short time grow into magnificent specimens. They are of the easiest culture, requiring little or no care, and will last indefinitely. They like partial shade.

Boston Fern—Long, broad fronds, drooping gracefully and forming an immense plant.

Whitmanii—This is a condensed form of the "Ostrich Plume Fern," with valuable characteristics added which are not evident in the parent. Very graceful.

Asparagus Sprengeri—For pots, vases or hanging baskets. The long, slender branches droop most gracefully, clothed with feathery, emerald green fronds. Price, 20c each; 3 for 50c, postpaid.

Asparagus Plummosus—Foliage resembles the finest lace. Elegant for cutting. Price, 20c each; 3 for 50c, postpaid.

MICHIGAN

"Flowers arrived yesterday, 18 below zero. I have twenty of your roses blooming in my cafe window. A wonderful sight. I could sell quantities of them."

J. A. WILSON,
Escanaba, Mich.

VIRGINIA

"Last spring I purchased 100 of your first size rose plants. Every one lived, grew, bloomed, and last fall they were good size, hardy plants, and I shall want more soon."

FRANK JONES,
Fairfax, Virginia.



Whitmanii Fern



Hardy Shrubs for Permanent Planting

They are absolutely hardy, and, once planted, last indefinitely, increasing in size and beauty year after year. For cold climate where hardy plants are needed, they stand without an equal. Planted in clumps, masses or used for hedges, screens, or for filling unsightly corners, they make a glorious show. They supply that certain something which is lacking in every yard where

hardy shrubbery is not planted. We recommend a liberal planting of this class of plants. They last a lifetime and are sure to give splendid satisfaction.

Some varieties, such as hydrangea, snowball, weigelas, deutzias, require pruning in early spring before new growth starts. Here with us it is done in late February or early March each season.

HYDRANGEA PANICULATA GRANDIFLORA

They are extensively used for yard, lawn and hedge planting and for screens. Attains a height of 5 to 7 feet; hardy in all localities; blooms the first and every season

in July and August, and continues in bloom for two or three months; the flowers are massive, cone-shaped, often measuring 10 inches in length, and have a pleasing variation of color, changing from original pure white to pink, and finally to beautiful, rich, coppery-red. Well rooted, field-grown plants.

Price, one-year-old plants, 40c each; 3 for \$1.00, postpaid; strong, two-year-old, field-grown blooming plants, 85c each; heavy, field-grown, three-year-old plants, \$1.00 each, by express.

Hydrangea Arborescens Grandiflora

The New Everblooming Hydrangea is, as its name implies, constantly in bloom from early in June until frost, and is one of the most important additions in the way of hardy shrubs ever introduced. All summer long it bears great clusters of white flowers, much like the tender hydrangea in size and form; it will grow to perfection in partial shade, making it most valuable for massing under trees or growing on north side of house. Bright green foliage. Hardy everywhere.

Price, strong, vigorous plants, well rooted, 50c each, 6 for \$2.50, postpaid; larger, field-grown plants, with several branches, fine roots, \$1.00 each, \$10.00 per dozen, postpaid.



Hydrangea Arborescens Grandiflora
(New Everblooming)



Charming Baby Rambler Roses

Dainty, dwarf-growing Polyantha Roses excellent for bedding, clumps, single specimens or for pot culture. Hardy, healthy, exquisitely beautiful.



Baby Rambler
Ideal

*George Elger

This superb Polyantha Rose produces great quantities of lovely little buds of golden yellow, opening into miniature symmetrical Roses. Each bush is so loaded with blooms that they resemble a huge bouquet. Grand grower, blooming all summer. Very hardy.

*Miss Edith Cavell—Recommended as the best, bright crimson with white eye; enormous clusters; strong growing; very dwarf in growth; extraordinarily beautiful.

*Ideal—Gorgeous new Baby Rambler. Produces enormous heads of blooms of intense deep lustrous garnet color. Never out of bloom. (See illustration.)

*The Lovely Anny Muller—Flowers shiny, brilliant pink, produced in the greatest profusion in large clusters.

*Mlle. Cecile Brunner—Rosy-pink on rich creamy white ground; a great bloomer.

*Marie Pavie—Medium size, very full and double; borne in large clusters, white flushed with carmine.

*White Baby Rambler (Catherine Zimet)—Pure white flowers borne in immense clusters. Most delicious fragrance—that of cherry blossoms. Exquisite.

MISCELLANEOUS ROSES

*Green Rose—A Curiosity

A most interesting member of the rose family, grown for its oddity. Flowers are small, pointed, double, and of the same color as the foliage—dark pea green.

Beautiful Moss Roses

Elizabeth Rowe—An old favorite, with large, deep pink buds. Well mossed.

Henri Martin—Deep rosy-carmine shaded to bright crimson. A most charming large rose with exquisitely mossed buds.

*Sir Thomas Lipton

A handsome double Rugosa Rose, with the peculiar leathery foliage of the family and beautiful snow-white, exceedingly fragrant flowers borne on long stems. Hardy as an oak.

Price of all roses on this page: Strong, first size pot-plants, 30c each, any 4 for \$1.00, postpaid; extra heavy two-year-old plants, soil on roots, 85c each, \$9.00 per dozen assorted, by express; prepaid by parcel post, 95c each. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express; prepaid by parcel post, \$1.50 each.

TENNESSEE

"Received my order of first size rose plants in fine condition, and all are growing nicely except the Madam Butterfly. I am especially pleased with the 'Jeannette Heller,' which has made a wonderful growth in a short time."

MRS. E. W. GARDNER,
N. Chattanooga, Tenn.



Hardy Hybrid Perpetual Roses

This class is noted for its extreme hardiness. Especially adapted to Northern climates. Known as the old-fashioned "June Rose." Large flowers. Deliciously fragrant.

GLOIRE LYONNAISE—Flowers large and full; color white, base of petals canary. Tea rose perfume.

HUGH DICKSON—Flowers large, of fine form, opening well. Color brilliant crimson, shaded scarlet. Sweetly scented.

PRINCE CAMILLE DE ROHAN—Deep velvety crimson-maroon, full and of good form and the best of all hardy dark roses of this class.

HIS MAJESTY—Color deep, dark crimson, shaded deep vermilion-crimson towards the edges. A most remarkable rose.

MRS. JOHN LAING—Color clear, bright shining pink; exquisitely shaded.

J. B. CLARK—Deep scarlet, shaded blackish crimson, with rich sheen like a plum. Enormous flowers, beautifully formed. Full, deep, double.

GENERAL JACQUEMINOT—Known everywhere as the famous "Jack" rose; crimson scarlet, very fragrant, large, full.

ULRICH BRUNNER—Cherry red. Immense in size, beautifully formed.

CAPTAIN CHRISTY—Delicate, peach-bloom pink. Deeper in center. Large, full.

FRAU KARL DRUSCHKI OR WHITE AMERICAN BEAUTY—The best hardy, snow-white rose now known. Tremendously strong grower. Hardy anywhere; immense, glorious flower, snow white in color.

Price of all roses on this page: Strong, first size pot-plants, 30c each, any four for \$1.00, postpaid; extra heavy, two-year-old plants, with soil on roots, 90c each; \$9.00 per dozen assorted, by express, prepaid by parcel post, \$1.00 each.



Great White American Beauty
(Frau Karl Druschki)

"Clean-Up" Collection—12 for \$7.50

We are required to carry an immense rose stock, and rather than carry over odd lots, we offer this great collection, two-year-old plants, all high-grade roses in every particular, at a special wholesale price! You are apt to have in this collection new and rare rose novelties, but the selection is ours, and plants are all labeled. We are selling them below the cost of production. Don't miss this great Bargain offer.

Special Offer 12 splendid two-year-old rose plants on own roots, from large pots, finest varieties of roses in the world, no two alike, all labeled, our selection, but including "Mrs. B. R. Cant," a great crimson-pink garden rose; "Jeannette Heller," the one best everblooming rose in the world, and the others equally desirable; soil on the roots, delivered anywhere in the U. S. A., safe arrival guaranteed, for \$7.50, prepaid by parcel post. You will never again have the opportunity of securing these large, vigorous growing rose bushes at such prices.

ORDER AS THE "CLEAN-UP COLLECTION"



Charming Gladioli



Heller Gladioli

Fragrant Tuberoses

Dwarf Excelsior Pearl—Flowers pure white, very double, of immense size and sweetly scented. 5c each, 50c per dozen, postpaid.
 Orange-Flowered — Bears snow-white flowers. 7c each, 75c per dozen, postpaid.
 New Variegated-leaved—The leaves are bordered with white; large, white flowers. 7c each, 75c per dozen.

Special Offer

We send, postpaid, six Excelsior Pearl Tuberoses, three Orange-flower and three New Variegated-leaved—twelve in all—for 50c.

VIRGINIA

"The roses purchased from you last spring proved so thoroughly satisfactory I am glad to try a few more. They are far superior to any I have tried so far. They were received in excellent condition, and bloomed up to cold weather."

W. F. BOWDEN, Norfolk, Va.

THE gladiolus is growing more popular each year, both blooming in the garden and for use as a cut flower. Our list is not large, but comprises the very best varieties, all guaranteed to bloom this year. Our bulbs are not the usual one-year size too often sent out at low prices, but large, healthy, sure-to-bloom, two- and three-year-old bulbs, full of life and vitality and ready to start growing as soon as planted. All gladioli are sent by mail, postpaid, at the prices mentioned. Selected from hundreds of the best varieties. In size of flowers, blooming quality and diversity of color, none will compare with these.

America—The most beautiful variety in cultivation. Soft flesh-pink, slightly tinged with lavender.

Augusta—Pure white; blue anthers.

Baron Hulot—Rich, royal violet-blue. This, when cut in combination with one of the yellow varieties, is truly exquisite.

Attraction—Deep, dark crimson-pink, with large, pure white center free from mottling.

Brenchleyensis—Bright, scarlet-vermilion.

Halley—Salmon-pink, immense size, early.

Independence—Color varies from deep rose pink to orange-scarlet.

Crackerjack—Rich, velvety red.

Klondyke—A clear yellow, with a vivid crimson-marron blotch in throat; splendid grower.

Victory—Clear sulphur-yellow, the ends of the petals slightly suffused pink.

Mrs. Francis King—A striking shade of light scarlet or flame color; one of the most effective.

Princes—Brilliant scarlet-crimson, with three broad, white blotches on lower petals.

Price of named varieties of Gladioli, 15c each; \$1.50 per dozen, postpaid.

Superfine Mixture

All colors gladioli, large bulbs, sure to bloom, 50c per dozen; \$3.50 per 100, postpaid.

Special Offer

One each of the entire set of the 12 splendid gladioli, in strong, sure-to-bloom bulbs, \$1.50 postpaid; single varieties, 15c each, \$1.50 per dozen, postpaid.

WISCONSIN

"The beautiful and healthy rose plants arrived in perfect condition, and I am most pleased with my order. I want to thank you for your wonderful selection of plants."

ELEANOR WOLFOUM, West Bend, Wis.



A Bed of Large Flowering Canna Lilies

Wonderful Canna Lilies

WE offer these popular flowering foliage plants in started pot-plants only. Our collection is the best of all cannas now in cultivation. No one need go outside of this list to procure the last word in Cannas Lilies. Wherever a gorgeous effect is wanted there is nothing to equal the Cannas; with their magnificent banana-like foliage they impart a tropical aspect to the lawn or garden and there is no plant to compete with them wherever luxuriant, gorgeous effects are wanted. The foliage of itself is majestic, while the flowers come in immense heads and throughout the entire summer they are a blaze of glory. Dig and store away during winter in a frost-proof cellar.

Price on all Cannas, except where noted, strong, thrifty pot-plants, 25c each; 6 for \$1.25; \$2.50 per dozen, postpaid.

President—Considered by all to be the best red variety yet introduced. Produces immense heads of glowing crimson flowers, 7 inches across the open bloom, on strong, erect stalks well above the foliage; 4 feet in height.

Panama—The unusual color marking of this new canna is its attractive feature. The orange-red petals are bordered with a broad edge of golden-yellow. Flowers large and overlapping. Free bloomer.

King Humbert—A glorious canna. The finest we have ever seen. Grows to a height of about 5 feet. Immense dark bronze foliage with great heads of orange-scarlet flowers, striped crimson.

Yellow King Humbert—Green foliage, large blooms yellow, dotted red, 5 feet.

Wintzer's Colossal—4 feet. The gorgeous, vivid scarlet blooms produced all summer long. Blooms retain their color during the hottest weather.

Mrs. Alfred F. Conard—4 feet. One of the latest introductions. Color a beautiful shade of salmon-pink. Flowers of immense size. Producing blooms so freely as to make a continuous show for several months.

American Beauty—Height, 5 feet. Said to be the richest colored Canna known, a velvety carmine cerise. With its large flower heads is unusually attractive. Every stalk produces two heads of bloom well above the soft green foliage.

Charles Henderson—Brilliant crimson, 5 feet.
Gigantea—Tall growing, 7 feet, bronze foliage, medium crimson flowers. \$12.00 per 100 by express.
New York—Giant scarlet, foliage plum color, 5 feet.
Wyoming—Orange, immense, 7 feet.

Alphonse Bouvier—Beautiful wine red, distinct, 5 feet.

◆◆◆—————◆◆◆

Canna Bed No. 26

FOR CIRCULAR BED 4 FEET ACROSS

- 1 Red for center.
- 6 Yellow for circle or 7 one color, postpaid, \$1.25.

Canna Bed No. 27

FOR CIRCULAR BED 10 FEET ACROSS

- 1 Red foliage for center.
- 6 Crimson for first circle.
- 12 Scarlet for second circle.
- 18 Yellow for third circle, or 37 all one color if desired. Postpaid, \$6.00.



Gorgeous Dahlias

NO other word but GORGEOUS can describe the beauty of the Dahlias offered on this page. Marvelous new varieties, such as we offer, originated in the last few years.

Today the Dahlia is a rival of the Chrysanthemum, and even of the Peony. In the brilliant and almost barbaric combination of colors, the Dahlia has no rival. There seems to be no end to the range of color. Easy to grow, they are an immensely popular flowering plant for the garden. Plant as soon as all danger of frost is past in average garden soil; cover the tubers or bulbs about six inches deep. Cultivate well until blooms begin to show, then mulch with well rotted manure, or feed a good standard plant food, and you will be astounded with the magnificent flowers produced, the attractiveness of which can hardly be described in this catalogue. Our list includes the best and most popular varieties in cultivation, and bound to please the most exacting Dahlia grower. Order a number of these magnificent Dahlias to obtain a wide range of bright, cheerful colors. All prices include postage, when sent by parcel post.



Dahlia Emperor

New and Rare Dahlias

Mrs. I. de ver Warner—Deep mauve-pink or lavender. Long, stiff stems. One of the best decorative varieties. Fine for cutting. \$1.00 each.

Emperor—Decorative type, large, a deep, velvety crimson, almost maroon. \$1.00 each.

Jersey Beauty—A very fine, true pink, flowers of immense size, perfect shape, produced on long, straight, stiff stems; very free bloomer. A truly wonderful decorative Dahlia. \$1.50 each.

Washington City—A gigantic pure white, star-like flower, cactus type. It has a long, stiff stem and holds its flower erect. \$1.00 each.

Billionaire—Rich, golden yellow. Immense flowers, peony type. \$1.00 each.

Millionaire—Delicate lavender, with faint pink cast overshadowing it. One of the best known lavender-pink decorative Dahlias; an immense flower. Flowers six to nine inches in diameter. 75c each.

Bertha Story—A very large flower of deep rose pink on long stem. Occasionally flowers showing white petals. Remarkably free bloomer. Decorative type. 75c each.

F. W. Fellows—Color a bright orange-scarlet. Produces its flowers in profusion. Cactus type. 75c each.

George Walters—Salmon pink, with touches of yellow. A reliable and very popular variety. Hybrid cactus. 75c each.

Kalif—A truly majestic flower. Color a pure glowing scarlet. Gigantic flowers, are held erect on strong, stiff stems. Free bloomer. Hybrid cactus. 75c each.



Choicest Cactus Dahlias

This class produces large, loosely formed chrysanthemum-like flowers. The long, narrow petals are variously rolled and twisted. The flowers are borne on long, slender stems and most artistic.

Mrs. J. W. Wilkinson—Deep pink, with very long petals. 50c each.

Gen. Buller—Rich, velvety crimson-maroon, tipped white. 25c each.

W. B. Childs—A beautiful, dark purple-maroon. 35c each.

Rene Cayeux—Clear, glowing crimson. 35c each.

Decorative Dahlias

This type produces large, somewhat flat but most beautiful flowers, double and full to the center; petals irregularly situated, long, broad and nearly straight. A beautiful and most popular type.

Countess of Lonsdale—Salmon-pink, a good variety. 50c each.

Elizabeth Stoccombe—Rich, deep garnet; fine, large flowers; extra good stems and a strong, vigorous grower. 50c each.

Jack Rose—The identical shade of the rose with the same name. 25c each.

J. M. Goodrich—New decorative. Color is entirely new and wins instant favor. A beautiful salmon-pink, each petal effectively tipped primrose-yellow. 50c each.

Minos—Intense, velvety maroon, almost black. An ideal cut flower variety. 25c each.

Easton—Brilliant Turkish red, good form and remarkably free flowering. 35c each.

Frank A. Walker—A charming shade of deep lavender-pink. For garden decoration or for cut flowers has no superior. Flowers are produced in abundance on long stems. 25c each.

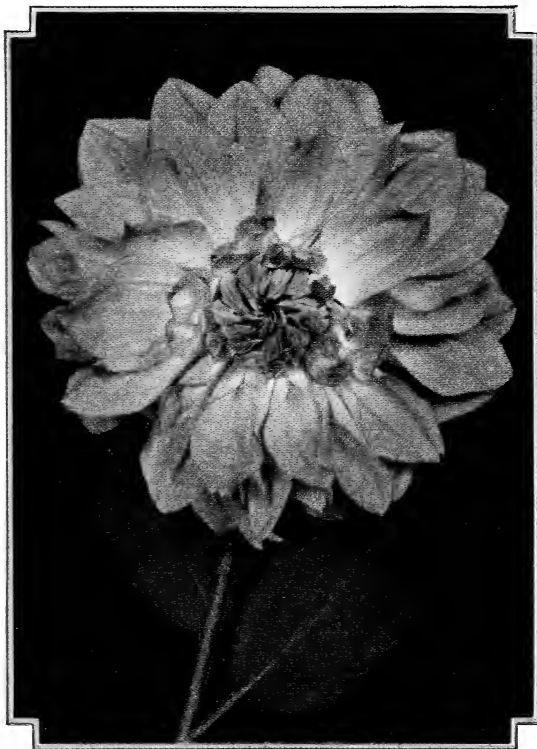
Peony Flowered Dahlias

Gorgeous new type, semi-double, loosely arranged petals, two, three or more rows in the flower, surrounding a large golden-yellow center, petals pointed, sometimes twisted, and sometimes the inner ones curl over the center, like a Peony.

Hortulanus Budde—A bright scarlet of splendid habit. 25c each.

Rochester—Color a gorgeous crimson-maroon, effectively striped and splashed pure white. Every petal twisted, making a gay contrast with the yellow center. 50c each.

California—In color it is a beautiful, clear, rich, deep yellow. The blossoms are large and produced upon good, long, stiff stems. 50c each.



MARYLAND

"All the roses you sent me last year came through the winter, and are coming nice and green, while those from another company I fear are dead. All were protected alike. I enclose another order."

B. C. SHANK,

Chewsville, Maryland.

Dahlia Mrs. I. de ver Warner



Hardy Shrubs—Continued

Double Japan Snowball

(*Viburnum Plicatum*)

Blooms in early June, when the whole bush is loaded down with great, compact balls of pure white, double flowers. They are borne in such profusion that the entire plant appears one dense mass of bloom; the tree grows erect and bushy, 6 to 8 feet high, with deep green leaves peculiarly crimped and crinkled. Wondrously beautiful. Price, field-grown plants, one-year size, 40c each, 3 for \$1.00, postpaid; two-year size, 75c each; three-year size, \$1.00 each, by express.

Deutzias

Valuable self-sustaining shrubs which vary considerably in height and habit, but bloom alike in dainty bell or tassel-shaped flowers, borne thickly in wreaths along their branches, in June. The taller sorts are useful for specimens, groups, and the background of shrubberies; the dwarfier, for borders or for planting near the house.

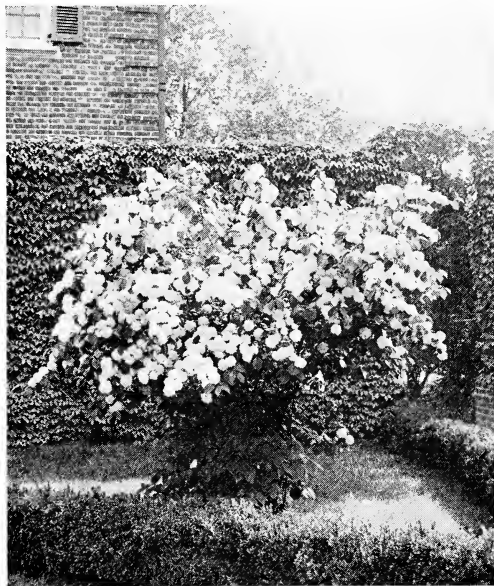
Crenata—4 to 6 feet; double white, tinted rose.

Fortunei—4 to 6 feet; pure white.

Gracilis—2 to 2½ feet. Drooping, snow-white.

Pride of Rochester—4 to 6 feet. Pure white, with a faint blush.

Lemoinei—2 to 3 feet. New, immense. Purest white.



Double Japan Snowball
(*Viburnum Plicatum*)

Weigelas

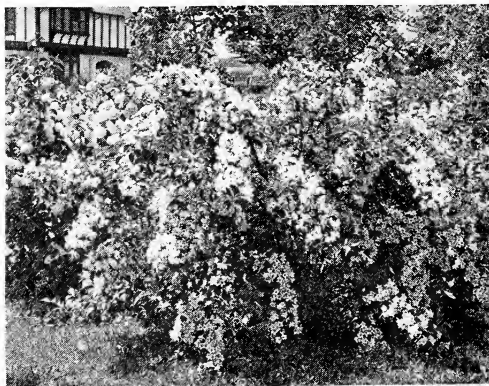
Beautiful shrubs that bloom in May, June and July. The flowers are produced in so great profusion as almost entirely to hide the foliage.

Candida—Snow-white flowers; late June.

Lavellei—Deep red flowers; beautiful.

Rosea—Flowers are large and of a deep rosy color.

Variiegated Leaf — Green leaves, margined pure white.



Weigela Rosea

INDIANA

"I am tired of buying roses that freeze down every winter and send up a lot of wild sprouts the next spring, so I want to try some of your own root roses."

T. C. JOHNSON,
Logansport, Indiana.

TEXAS

"The plants you sent me came in fine condition. I liked the plants so well I want more. They are all such fine, strong specimens."

MRS. W. N. HATCH,
Hunt, Texas.

Price of all Deutzias, Weigelas, Spireas: One-year-old size, 35c each; any 3 for \$1.00, postpaid; two-year-old size, 75c each; \$8.50 per dozen, by express; three-year-old size, \$1.00 each; \$10.00 per dozen by express at purchaser's expense.



California Privet

The One Best Hedge Plant Combining
Beauty, Hardiness and Efficiency

For many years we have made a specialty of growing California privet for hedges, and our stock cannot be surpassed anywhere. It is strong, thrifty and in the best shape for transplanting. Each one a specimen plant. We have it in all sizes, from one-year-old plants to large, vigorous bushes, which can be used with telling effect in the formation of an immediate hedge. These large plants are the most economical to buy, for with them the tedious years of waiting for the hedge to grow will be avoided.

PRICE CALIFORNIA PRIVET

First size, strong, 12 to 14 inches, 6 for 50c, postpaid; \$6.00 per 100 by express. Second size, 2 to 3 feet, 3 for 50c, postpaid; \$10.00 per 100, by express or freight at purchaser's expense. (Orders for 50 filled at 100 rates.)



Spiraea Van Houttei

Spireas, Meadow Sweet

All the spireas bloom with a riotous extravagance which makes them quite striking. Their individual style, color and habits of growth differ so markedly that a collection of varieties will ensure bloom the entire season.

Callosa Alba—Dwarf, white flowered variety.
Prunifolia (Bridal Wreath)—Double white flowers.

Reevesii—Single, pure white; blooms latter part of May; attains a height of 4 to 6 feet.

Van Houttei—The bushes form compact clumps. Pure white flowers, borne in great masses.

Perpetual Blooming Crimson Spiraea, Anthony Waterer—Makes a low, compact bush. 15 to 18 inches high. Large heads, deep crimson flowers.

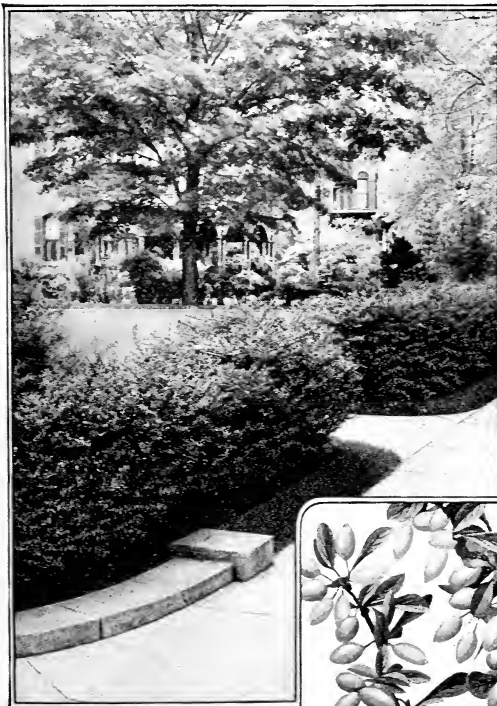
Price: One-year-old size, 35c each; any 3 for \$1.00, postpaid; two-year-old size, 75c each; \$8.50 per dozen, by express; three-year-old size \$1.00 each; \$10.00 per dozen, by express at purchaser's expense.



Berberis Thunbergi (Barberry)

Grows 3 to 4 feet high; small, perfectly shaped, rich green leaves, turning in autumn to bright scarlet. Flowers a delicate shade of coppery yellow, followed by beautiful, brilliant red berries, clinging all winter.

Price, **Berberis Thunbergi**, first size plants, 20c each, 6 for \$1.00, postpaid; \$12.00 per 100 by express; larger plants, 50c each, \$5.50 per dozen, postpaid; \$35.00 per 100, express or freight. (50 at 100 rates.)



Berberis Thunbergi
Japanese Barberry





Geraniums

THESE old favorites continue to be the most popular of flowering plants. Scarcely a home anywhere is without Geraniums. Easy to grow, lasting indefinitely, always blooming, both indoors and in the open ground there is nothing to take the place of Geraniums. Our list includes the finest varieties in cultivation. We offer only large, well-developed plants for immediate blooming.

Mrs. Lawrence—Double, soft salmon pink, tinged white.

A. Brown—Magnificent rosy crimson; beautiful.

Mrs. E. G. Hill—Lovely light salmon.

American Beauty—New, with the color of American Beauty Rose. Rosy crimson; grand.

Frau Perkins—Beautiful cerise pink, white center.

Mad. Barney—Famous double pink; exquisite.

La Favorite—Double, pure white. The leader.

Alphonse Ricard—Double, bright vermilion.

Jean Viaud—Double, bright, clear shade of mauve-rose, shading to a clear white throat.

S. A. Nutt—Double, dark red. None better.

Price: Extra large, thrifty plants, ready for immediate effect. 20c each; 6 for \$1.00, \$2.00 per dozen, in one or assorted varieties, postpaid.



Geranium (American Beauty)



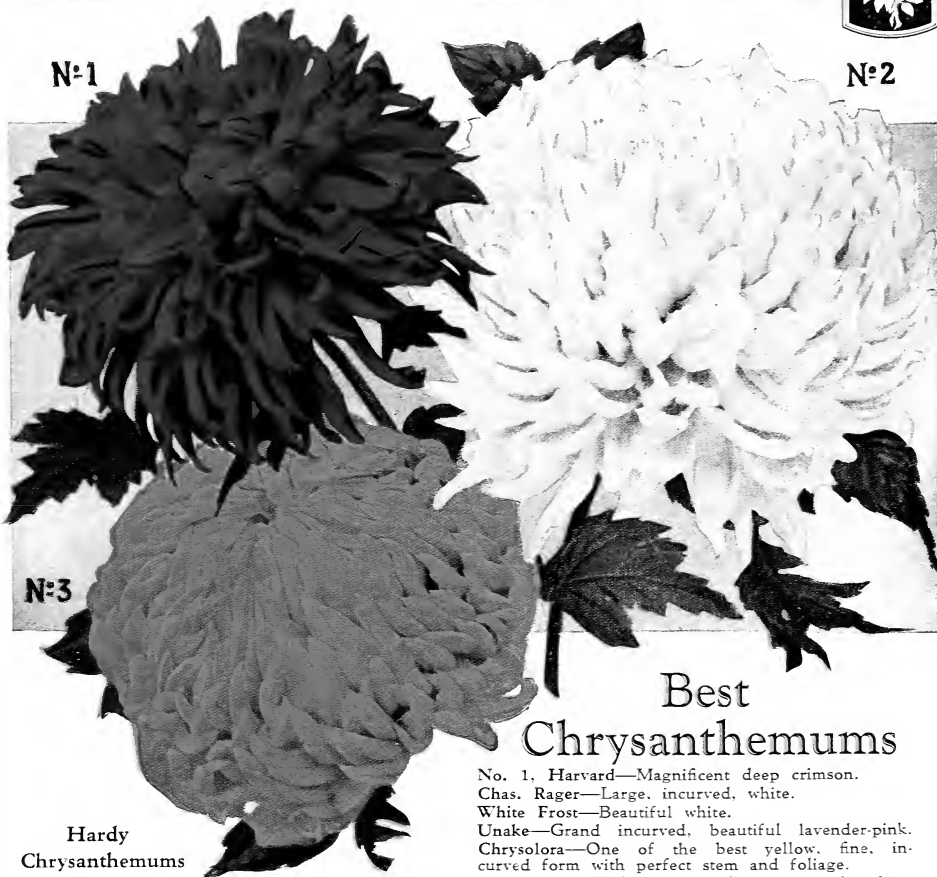
Giant Persian Cyclamen

SPECIAL OFFER

One each of the 10 geraniums above, in extra large, thrifty plants, \$1.60, postpaid.

Giant Persian Cyclamen

The most beautiful and decorative of all pot plants. The foliage is dark olive-green, beautifully variegated with silver and rose. The fairy-like flowers are carried on long stems, produced for several successive months. The flowers, which are of odd form, embrace every delightful shade of color and are a distinctive feature of this handsome house plant. We offer splendid strong plants in white, rose, crimson and salmon in large plants from 3-inch pots ready to bloom, our selection, at 40c each; 3 for \$1.00, postpaid.



Best Chrysanthemums

- No. 1, Harvard—Magnificent deep crimson.
 Chas. Rager—Large, incurved, white.
 White Frost—Beautiful white.
 Unake—Grand incurved, beautiful lavender-pink.
 Chrysolora—One of the best yellow, fine, incurved form with perfect stem and foliage.
 Betsy Ross—Mid-season to late, incurved, white.
 Yellow Frost—Light yellow, straight petals.
 No. 3, Yellow Bonaffon. Beautiful in form; bright yellow, standard of its color.
 No. 2, White Chieftain—Pure white, beautiful ball-shaped flowers; good in every way.
 Pacific Supreme—Extremely large, rich pink.
 Golden Glory—Bright golden yellow, immense, perfect flowers, early. Superb.
 Roman Gold—Superb, early, yellow, perfect.
 Golden Glow—Clear golden yellow, velvety finish, enormous flowers. Earliest of all.
 Oconto—Grand white, large, perfect in form.
 Improved Chieftain—Beautiful incurved, pink.
 C. C. Pollworth—Choice, early yellow, incurved.
 Dr. Enguehard—Beautiful, shining pink. Ball-shaped.

Price of all chrysanthemums on this page:
 Strong plants, 15c each, any 4 for 50c; \$1.50 per dozen, postpaid.

Hardy Chrysanthemums

After roses, Chrysanthemums are our leading specialty. There is nothing so easily grown. They make a magnificent show, blooming in early September and continuing until severe cold weather in December; they produce their gorgeous flowers in lavish abundance and grow to perfection in ordinary soil with a fair amount of sunshine. If large, specimen blooms are wanted pinch off the buds, except the ones you want to develop. Hardy with protection except in extreme cold climates.

Pompon Chrysanthemums

These are entirely hardy and produce hundreds of medium size, perfectly double flowers, making an excellent show. Last until late in the autumn.
 Klondike—Gorgeous yellow; free blooming.
 Fairy Queen—Clear rose-pink, of medium size.
 Mrs. Buckingham—Single, rosy pink.
 Diana—The best pure white; late.
 Frau Beu—Fine, new, glorious bronze yellow.
 Golden Feather—Grand, new, golden yellow.
 L. Doty—Shell pink.



OLD-FASHIONED FLOWERS—PERENNIALS



A Charming Garden of Hardy Perennials

THERE is a constantly increasing demand for the old favorites in the gardens of long ago, and more and more the flower-lovers are filling their gardens with Hardy Perennials—the kind that live from year to year, increasing in size and beauty until they fairly run riot with their wealth of bloom and glory of form and color. The old-fashioned flowers are becoming more popular each year. Hardy everywhere.

Stokesia (Cornflower Aster)—

Stokesia Cyanea—Blue; fine for cutting.

Oriental Poppy—

Goliath—Enormous, scarlet flowers.

Achillea (The Pearl)—Double, white flowers all summer. Fine to cut.

Columbine (Aquilegia)—

Coerulea—Beautiful blue shades.

Chrysantha—Golden yellow flowers.

Double English Daisy (Bellis)—

Mammoth White Snowball.

Mammoth Pink Longfellow.

Canterbury Bell (Campanula)—Choice mixed.

Large clusters of bell-shaped flowers.

Price of all hardy perennials on this page, strong, vigorous, well-rooted plants: 25c each; 5 for \$1.00; \$2.25 per dozen, postpaid.

Chrysanthemums and Pompons—Offered elsewhere; see Index.

Coreopsis (California Sunbeams)—Golden yellow. Foxglove—Rose to purple. Gorgeous spikes of tubular flowers. Grows four to five feet tall and in most majestic effect.

Digitalis (Foxglove)—Rose to purple. Gorgeous spikes of tubular flowers. Grows four to five feet tall and in most majestic effect.

Blanket Flower (Gaillardia)—Magnificent, large flowers of pure yellow, with Indian red centers. Blooms constantly until September.

Day Lily (Hemerocallis)—

Gold Dust—Large, clear yellow flowers.

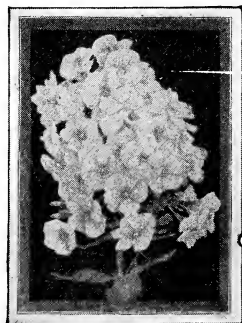
Thunbergi—Sweet scented, clear, full yellow.



English Daisy



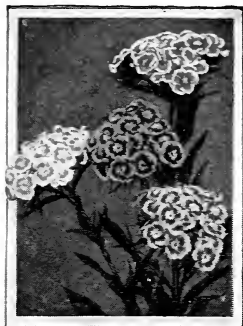
Coreopsis



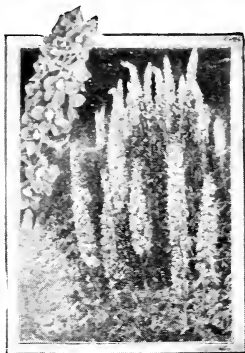
Phlox



OLD-FASHIONED FLOWERS—Continued



Sweet William



Delphinium



Columbine

Delphiniums (Belladonna)—Light sky-blue. everblooming. hardy larkspur. Blooms all summer.

Hollyhocks (Althea Rosea)—Double, separate colors, red, yellow, white, pink.

Hardy Candytuft (Iberis)—

Sempervirens—Covered with white flowers in April and May.

Everlasting Pea (Lathyrus Latifolius)—

Pink Beauty—Pleasing, deep rose flowers.

Red Beauty—Very dark red.

Iris—Offered elsewhere. See Index.

Sweet William (Dianthus Barbatus)—One of the best known.

Scarlet Beauty.

Pink Beauty.

Hardy Phlox—Offered elsewhere. See Index.

Violets—For richness and modesty the violet is supreme. Before the last snows are gone this modest flower shyly appears out of its icy bed, telling of the coming of spring.

California—The largest violet in cultivation. Rich, violet-blue.

Lady Hume Campbell—Double, blue. Strong, healthy and hardy.

Swanley White—Pure white, perfectly double.

Rudbeck's (Golden Glow)—Grows six to eight feet high, bearing exquisite, double flowers of golden yellow on long, graceful stems.



Foxglove

Price of all hardy perennials on this page, strong, vigorous, well-rooted plants: 25c each; 5 for \$1.00; \$2.25 per dozen, postpaid.



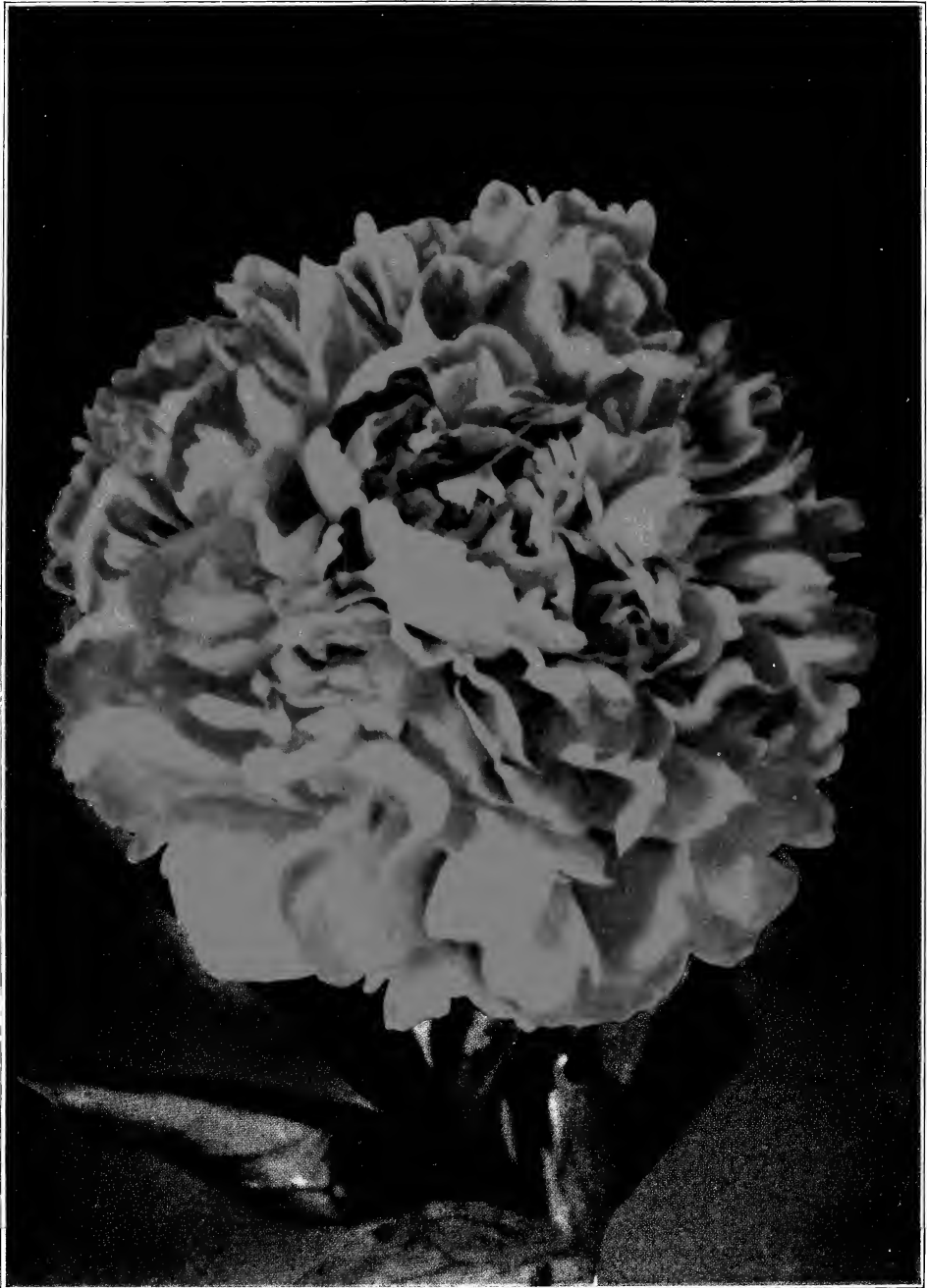
Day Lily



Hollyhock



Gaillardia



A Gorgeous Peony (American Beauty)



Heller's Magnificent Peonies

OF all the flowers in the hardy garden, the Peony is easily recognized as the queen—in fact, it vies with the rose for that title in many ways, for while in bloom it is without question the most glorious object in the garden. Once Peonies are planted they last for a lifetime. They stand the severest winters without the slightest protection. After blooming their charm lies in the beauty of their foliage, for even when not in bloom the Peony plant is decorative in the extreme and well worthy of a prominent place in the garden.

SELECT LIST OF PEONIES

Edulis Superba—Red very large, full, double.
Festiva Maxima—White center, flaked red, double, early.

American Beauty—Immense, brilliant crimson. Nothing to equal it. (See illustration.)

Duchess D'Orleans—Dark carmine.

Queen Victoria—Best white.

Candidissima—Double. Creamy white.

Charlemagne—Lilac; white, slight blush center.

Double.

Modeste Guerin—Deep rose. Double, midseason.

Francois Ortegat—Deep crimson. Double.

Canary—Double. White primrose center, late.

Mixed Varieties, 60c each, \$7.00 per dozen.

Price of all peonies in the above list, except mixed varieties, in strong, two and three-eyed, large heavy roots, 85c each, \$9.50 per dozen, assorted as desired, postpaid.

New and Rare Peonies

Livingstone—Rose type, late, very full, compact, pale lilac rose with silvery tips, center flecked carmine. \$2.00 each.

Grover Cleveland—Very large, compact, rose type. Dark crimson. Strong grower, late. \$2.00 each.

Karl Rosenfield—Semi-rose type. Midseason. Very tall and compact grower of stately habit. Fine bloomer. Brilliant dark crimson. \$3.00 each.

Suzette—Semi-rose type. Midseason. Handsome flowers of elegant shape and superb coloring. Bengal rose shaded carmine purple with silvery reflex. \$2.00 each.

Dr. H. Barnsby—Large, full, globular blooms. Soft solferino red shaded crimson with pronounced bluish reflex. Late. \$3.50 each.

German Iris

THE memory of the "Blue Flag" of the old-time gardens is one ever sweet to those whose lives were lived in such surroundings, while the "modern" Irises, if we may use the term, will remind one of the old days; they, too, like everything else these days, have yielded to the influence of improvement. Hardy everywhere and permanent, growing larger year after year.

Lohengrin—Foliage and flowers immense, of a deep violet mauve, almost pink.

Celeste—Pure celestial blue throughout, shading to porcelain. Large open flowers.

Queen of May—Standards bright rosy lilac; falls a shade darker. Showy.

Crimson King—Rich claret purple.

Honorabilis—Golden yellow and crimson brown.

Perfection—Standards light blue, falls velvety violet-black.

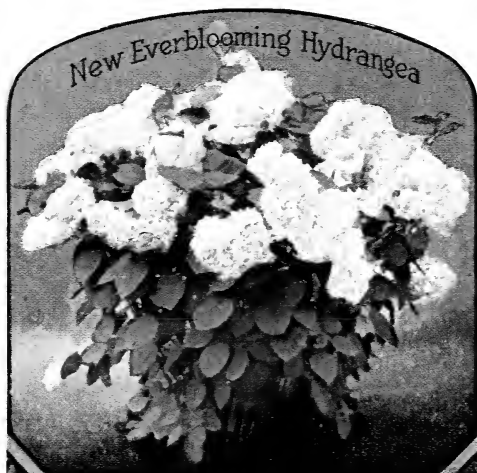
Khedive—Beautiful soft lavender.

Eldorado—Standards bronze yellow, falls bronze purple, midseason.

James Boyd—Clear light blue, falls violet, edged lighter.

Orientalis Blue—Deep blue; late.

Price of iris: Strong plants, 20c each; 3 for 50c; set of 10 varieties above, \$1.50 postpaid.



New Everblooming Hydrangea

The New Everblooming Hydrangea is, as its name implies, constantly in bloom from early in June until frost, and is one of the most important additions in the way of hardy shrubs ever introduced. All summer long it bears great clusters of white flowers, much like the tender hydrangea in size and form.

Price, strong, vigorous plants, well rooted, 50c each, 6 for \$2.50, postpaid; large, field-grown plants, with several branches, fine roots, \$1.00 each; \$10.00 per dozen, postpaid.



What 50 Cents Will Buy!

GREATEST VALUE FOR THE MONEY EVER OFFERED

We Send Out Only the Highest Grade in Every Collection

THE following wonderful low-priced Collections (50 cents each) are made up and offered to our friends for the purpose of having them enjoy the pleasure of growing some of the remarkable roses and other plants listed in this book, "The Roses of New Castle." The plants and bulbs in these collections are not cheap stock, except in price—the quality is the same as that of all the stock sent out by us, and each collection is sent with our usual guarantee that they will reach you safely anywhere in the U. S. A. proper. Sent by parcel post, postage paid. Don't fail to include some of these great bargains in your order.

Please Order by Collection Number

- Collection No. 1—For 50 cents we will send 3 splendid new Hardy Everblooming Tea Roses.
- Collection No. 2—For 50 cents we will send 3 Hardy Hybrid Tea Roses.
- Collection No. 3—For 50 cents we will send 2 Hardy Everblooming bush roses and 2 Hardy Climbing Roses, no 2 alike.
- Collection No. 4—For 50 cents we will send 3 choice Geraniums, both single and double, fine varieties.
- Collection No. 5—For 50 cents we will send 4 choice Ferns, all different.
- Collection No. 6—For 50 cents we will send 4 splendid new Chrysanthemums, the leading kinds, all different.
- Collection No. 7—For 50 cents we will send 3 elegant Canna plants.
- Collection No. 8—For 50 cents we will send 4 extra fine Carnation plants, best varieties.
- Collection No. 9—For 50 cents we will send 1 Phlox, 2 German Iris, strong plants, leading varieties.
- Collection No. 10—For 50 cents we will send 1 Chrysanthemum, 1 Canna, 1 Carnation and 1 Fern.
- Collection No. 11—For 50 cents we will send 1 Asparagus Sprengeri, 1 Asparagus Plumosus Nanus, 1 Geranium, 1 Fern, best varieties, all labeled.
- Collection No. 12—For 50 cents we will send 10 fine Tuberosa Bulbs—5 Excelsior Pearl, 3 Orange-flowered and 2 New variegated-leaved.
- Collection No. 13—For 50 cents we will send 12 new and rare Gladioli, including our best kinds.
- Collection No. 14—For 50 cents we will send 3 splendid Dahlia bulbs, all different.

In all orders for four or more of these collections we will add a strong, vigorous plant of our world-famous Rose, Jeannette Heller, FREE.

Do not fail to take advantage of these remarkable Collections—you will be delighted with them. They will give you untold pleasure and satisfaction.

All Collections Sent Postpaid, with Safe Arrival and Satisfaction Guaranteed

PRACTICAL GARDEN BOOKS

COMMERCIAL ROSE CULTURE (by Eber Holmes)—A fine work. \$2.50 postpaid.

GARDEN GUIDE—How to plant and maintain the home grounds. Vegetables and flowers, 336 pages, profusely illustrated. Postpaid, paper cover, \$1.00; cloth cover, \$1.65.

PRACTICAL LANDSCAPE GARDENING—The result of twenty years of practical experience. Containing sketches, plants, etc. Postpaid, cloth cover, \$2.65.

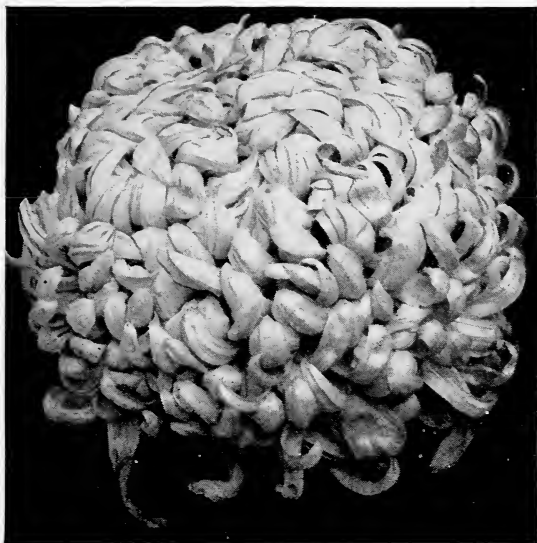
GARDENING FOR PLEASURE—Especially written for amateurs, 404 pages, illustrated. Price, \$2.25, postpaid.

MILADY'S HOUSE PLANTS—With the aid of this book anyone can have a fine collection of blooming plants to add cheer and beauty to the home during the fall and winter months. Postpaid, paper cover, 90c; cloth cover, \$1.10.

PRACTICAL FLORICULTURE—The new and revised. \$1.75 postpaid.



"Superb Collection" Chrysanthemums



Superb Chrysanthemum
(From a Recent Photo)

CHRYSANTHEMUMS are among the most popular of all flowers for the garden. These plants may be termed practically hardy, as they withstand the severest winters. Their flowers are magnificent in form and immense in size. They bloom in autumn when all other flowers are gone.

Harvard—Magnificent deep crimson.
Golden Glow—Clear golden yellow, velvety finish, enormous flowers.
Improved Chieftain—Beautiful; incurved; pink.
White Chieftain—Pure white, beautiful ball-shaped flowers.
Chrysolora—One of the best yellows; fine incurved form, with perfect stem and foliage.
Betsy Ross—Mid-season; pure white.
Golden Glory—Bright golden yellow, immense, perfect flowers, early, superb.
Pacific Supreme—Pink, large.

8 for 75c, Postpaid

Special Offer

One each of the eight magnificent "Mums" described above, **75c** prepaid, for
PLEASE ORDER AS "SUPERB COLLECTION"

"POMPON" SET OF HARDY "MUMS"

Extremely hardy, each plant producing thousands of miniature, perfectly double flowers. Showy in the extreme. Excellent for cutting. Last until frost cuts them down.

Klondike—Gorgeous bronze-yellow.

Golden Feather—Beautiful golden yellow.

Mrs. Buckingham—Single, rosy pink.

Diana—The best pure white.

Special Offer One each of the above four Pompon "Mums" for 50c, prepaid.

PLEASE ORDER AS "POMPON SET"

Four for 50c

HINTS ON GROWING CHRYSANTHEMUMS

Chrysanthemums are of a very hardy nature, and may be set out from early spring clear up until cold weather. They are among the most useful and ornamental of all out-door plants.

Plant in good, rich garden soil and do not over water, but keep them moist to the bottom of the roots. Give good drainage by digging the soil deep. After the plants develop, enrich them with a good standard fertilizer, such as Walker's Plant Food, offered elsewhere in this book; also mulch around the plants with well rotted manure.

When flower buds appear, give them plenty of food. If you want extra large flowers, pinch off small buds, leaving the strength to go into the remaining ones.

For insects use Sulpho-Tobacco Soap, offered elsewhere in this book, spraying the plants with this solution.

Mulch heavily during the winter. In extremely cold climates the clumps may be brought in and stored over the winter in a cool, dark cellar, then plant them out again early in spring.

Superb Hardy Cochet Roses

HELLER'S FAMOUS COCHET ROSE
COLLECTION

(See Special Offer)

The Cochet roses are the greatest of all hardy everblooming bush garden roses. No matter where you live, they are hardy, with protection, thriving vigorously and blooming with the utmost lavishness all summer through, making strong, sturdy bushes that last for years. The flowers are superb. The Cochet roses, because of their wonderful merit, are a specialty with us. Easily the greatest of all garden roses and the best sellers.

*Pink Maman Cochet

Now considered the queen of all pink garden roses, as it is one of the handsomest in our whole list. Its large, full and firm buds show wonderful depth and richness of color as they open into very large, perfectly double flowers. A clear, rich pink, changing to silvery rose. Has many rivals, but no equals. A thoroughly dependable rose.

*Crimson Maman Cochet

This is without doubt one of the sweetest and best hardy Hybrid Tea roses of its class and color. The plant grows to a strong, sturdy bush, and bears immense quantities of handsomely formed, deep, velvety crimson roses of exquisite fragrance.

*White Maman Cochet

In shape and size like its parent, the Pink Cochet, but of a snowy white, occasionally tinged with a pale blush. One of the finest white roses for open ground culture.

*Red Maman Cochet

A great red rose, and produces magnificent flowers in wonderful profusion on long, strong stems. Flowers are very full and of splendid substance; in color a warm crimson.

*Yellow Maman Cochet

In shape, size and substance this is a typical Cochet rose except that it is of a deep, golden yellow. It has long been considered one of the very finest yellow roses.

First size, magnificent plants of any of the Cochet roses, 25c each, any 5 for \$1.00, postpaid; extra heavy, two-year-old plants, 85c each, \$9.00 per dozen, by express; prepaid by parcel post 95c each. The demand for these wonderful Cochet roses is enormous. Varieties marked * can be furnished in star or specimen plants at \$1.25 each, by express; prepaid by parcel post \$1.50 each.

SPECIAL OFFER

One each of this famous Cochet rose set, first size plants, \$1.00, postpaid; the entire collection in large, two-year-old plants, \$4.00 by express; prepaid by parcel post, \$4.50.



Hardy Phlox (Rhineland)

Hardy Phlox

WE have no more satisfactory flowering plants than hardy perennial Phlox. Once planted they are permanent. Hardy as oaks. Require no protection, no petting, no coaxing. Free from disease and insects. Have immense heads of blooms of the most brilliant and delicate colors, which are produced in continuous profusion until cut down by severe freezes. Ordinary garden soil is all that is necessary. They are indeed the glory of the summer garden. We offer strong hardy plants for immediate blooming. Our list is the best now known.

Mrs. Jenkins—Pure white. The finest.
 Rhineland—Salmon pink.
 Mrs. Chas. Dorr—Purple.
 Widar—Reddish violet, white center.
 Richard Wallace—White, with red eye.
 Pantheon—Bright pink.
 Beranger—Light rose.
 Independence—White.
 Eclaireur—Purplish crimson.
 R. P. Struthers—Carmine.

Prices Hardy Phlox: Strong, vigorous, field-grown plants, the only reliable kind for immediate effect, 30c each, 4 for \$1.00; \$2.90 per dozen, postpaid. One each, 10 phlox above, \$2.35, postpaid.

Hardy Climbing Vines

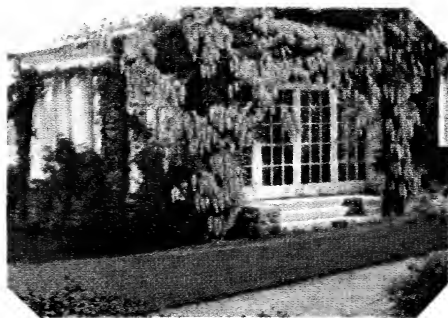
English Ivy—A splendid evergreen climber, with dark, glossy green leaves; clings firmly to stone, brick or wood walls without trellis or support. 25c each; 5 for \$1.00, postpaid.

Ampelopsis Veitchii (Boston or Japanese Ivy)—It covers buildings and walls with a perfect mat of dark green, leathery foliage, which changes to brilliant crimson as fall approaches. Clings to either tree or wood without support. Fine plants, 25c each; 5 for \$1.00; three-year-old plants, 75c each, postpaid.

Clematis Paniculata—The flowers are pure white and are borne in great panicles or clusters of bloom, fairly covering the plant, so that it is a mass of sheet of fleecy white with an exquisite fragrance. It begins to bloom late in August the first year. Hardy in all sections of the country. Strong plants in pots, 25c each. Strong, two-year-old, field-grown plants, 50c each, postpaid.

Wistaria Alba—Pure white. 25c each; 5 for \$1.00, postpaid.

Wistaria Magnifica—The finest wistaria of its color now known. Extremely vigorous, growing 30 to 40 feet in one season when well established. The flowers are pale lilac, and the immense clusters of drooping racemes, which measure 12 to 18 inches in length, are deliciously fragrant. 25c each, 5 for \$1.00, postpaid.



Wistaria Magnifica



Important—How To Order

PLEASE READ

Prices, terms and conditions in this book cancel all previous prices and terms.

Terms Cash With Order. Personal check, Post Office Money Order, Bank Draft, Express Money Order, Registered Letter, all may be sent at our risk. Stamps accepted in small amounts only.

Please Use Order Blank and write name and address plainly. Write letters only when necessary and then on a separate sheet.

Parcel Post and Express Shipments. All goods priced post paid are usually sent by parcel post, prepaid. All goods sent by express are shipped at purchaser's expense. Shipments by parcel post may be insured against damage and loss for eight cents extra, to be remitted with order. This will insure up to \$25.00 in value.

All Orders Shipped Immediately upon receipt, unless directed to the contrary. Ordering early is a great help, and we gladly reserve stock for future delivery when desired, if you will give shipping date.

Foreign Orders. Twenty per cent extra should be added to orders going outside the United States proper, to pay extra cost of packing and postage. To countries with which we have a parcel post, goods can be sent by mail.

Canadian Customers. Canadian laws permit sending all plants into Canada at any time, but a permit must be secured from the Secretary of the Destructive Insect and Pest Advisory Board, Department of Agriculture, Ottawa. Owing to the rate of postage on Canadian orders we must request an additional 20 per cent to cover postage.

We reserve the right to substitute another variety of equal value for any variety the stock of which may be exhausted, unless we are instructed to the contrary.

Heller Bros. Co. is a trade name. The sole owner of this business is P. J. Lynch.

To Whom It May Concern:—"Mr. P. J. Lynch, owner of Heller Bros. Company, stands high in the business community and does an extensive nation-wide business. We recommend him as an honorable, upright business man, whose guarantee may be relied upon at all times."

Citizens State Bank, New Castle, Ind.

Complaints as regards condition of shipment must be made within ten days after the arrival of goods, otherwise we cannot entertain them. We give no guarantee, expressed or implied, as to quality or productiveness of any plants or bulbs we send out; and while we strive to have our plants true to name, we do not guarantee it. Soil and climatic conditions work changes in colors of many roses which no one can explain. Frau Karl Druschki, purest white rose, will sometimes come light pink. Jeannette Heller will appear almost pure yellow, then again almost white, again deep pink; flowers will be lacking in petalage—Nature has her vagaries, but fortunately they are always beautiful. Soil conditions, wet or dry growing seasons, late frosts, improper care, lack of water, too much water, an unfavorable location—a dozen causes may be responsible for failures that do occur over which we have no control, hence we desire to make plain our responsibility and terms under which our goods are sold. After delivery of goods in good condition our responsibility ceases.

Different Sizes in Roses

As to which size rose plant is most desirable depends largely upon how much money you wish to spend. All sizes are good and produce splendid results.

First Size Rose Plants will produce wonderful results, both in growth and profusion of flowers, even the first year of planting. We have sold millions of them and their popularity is increasing because they give wonderful satisfaction.

Two-Year-Old Rose Plants are much larger in size, and as we grow them here, in blooming capacity and quality, are the best and cheapest rose plants in America. Pot-grown, always on own-roots and in full foliage when sent out.

Star Size Rose Plants are larger in size than the average two-year-old. This character of plants originated with us. They are the last word in size and blooming capacity.



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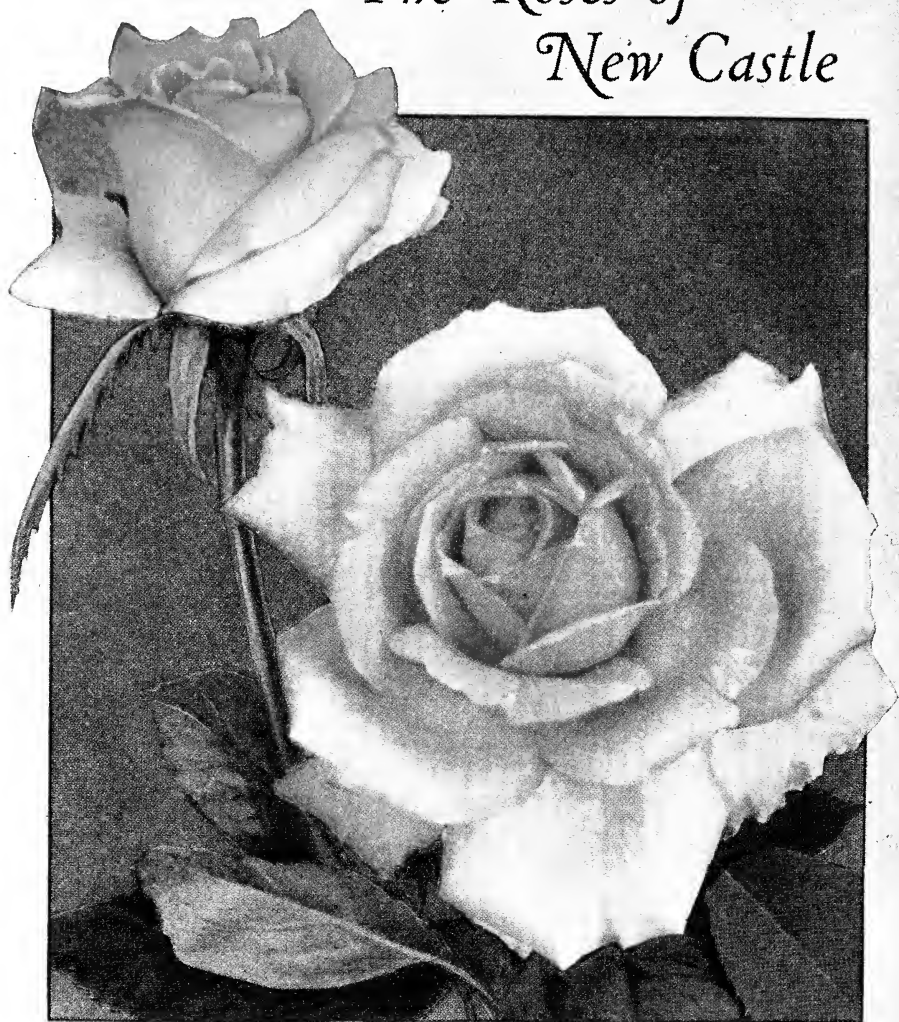
On this page we give a complete alphabetical list of all the Roses offered in this book, showing the class to which they belong, and the page on which they are described. Abbreviations used: Tea, Ever-blooming Teas; H.T., Hybrid Teas; H.P., Hardy Hybrid Perpetuals; C.T., Climbing Teas; H.C., Hardy Climbing; M., Moss; Pern., Pernetiana; P., Polyantha; Rug., Rugosa; C.H.T., Climbing Hybrid Teas.

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